26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION APRIL 22, 1957 35¢ PER COPY

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Block booking hit again

Big week for awards

Petry urges lower rates

IN ANY OF THESE FIVE IMPORTANT MARKETS . . . YOU TALK TO THE BIGGEST AUDIENCE WITH THE "STORZ STATION"!

MINNEAPOLIS-ST. PAUL . . . with WDGY Latest Trendex puts WDGY first! Whether you prefer Pulse, Trendex, Hooper or Nielsen, WDGY has prime availabilities in many first place segments in every recent report. See John Blair or WDGY GM Steve Labunski.

OMAHA . . . with KOWH Now in its sixth year of first place dominance. First on latest Hooper, Pulse and Trendex. Contact Adam Young Inc., or KOWH General Manager Virgil Sharpe.

KANSAS CITY . . . with WHB First per Hooper, first per area Nielsen, first per Pulse, first per Trendex. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See John Blair or WHB GM George W. Armstrong.

NEW ORLEANS . . . with WTIX Month after month WTIX maintains or widens its first place position in New Orleans listening. First by a wide margin, per latest Hooper. And first on Pulse (6 a. m.—6 p. m., Mon-Fri.) Ask Adam Young Inc. or WTIX GM Fred Berthelson.

MIAMI . . . with WQAM Way out front. With "Storz Station" programming WQAM has leaped to first in the morning . . . first afternoon . . . and all day on latest Hooper (30.6%) and Trendex (34.1%). Covering all of Southern Florida with 5,000 watts on 560 kc. See John Blair or WQAM GM Jack Sandler.

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ, *President*

PHOTO BY DEL WILLIAMSON

this is what we mean by

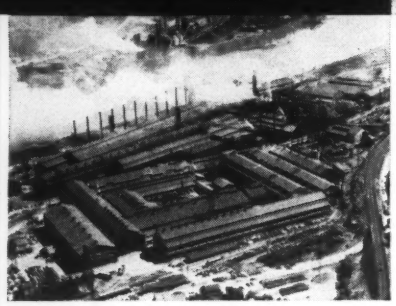
EXPANSION

in the WTRF-TV coverage area...

More than 180,000 tons of primary aluminum a year will soon roll off the lines here at the Olin-Revere Metals Corp. site, 23 miles *south* of Wheeling. This is just part of the $450-million Wheeling-Upper Ohio Valley expansion. The growth of this area is fabulous, but no more so than the popularity of WTRF-TV, leader by a wide margin in every accredited audience survey made in this area. So keep your eyes on this market—just as everyone in this market is keeping his eyes on WTRF-TV.

"a station worth watching"

Wheeling 7, West Virginia



For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777

NBC

316,000 watts

Equipped for network color

reaching a market that's reaching new importance!

INDIANA'S 2nd LARGEST TV MARKET

TERRE HAUTE

- 251,970 TV HOMES (IN THE WTHI-TV VIEWING AREA)
- CBS, NBC, & ABC TELEVISION NETWORKS

TERRE HAUTE, INDIANA

10 CBS WTHI - TV

and RADIO, too!

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

T.M.—CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

ONE

KRLD-TV

CONSISTENTLY PRESENTS ALL OR NEARLY ALL OF THE TOP 15 ONCE-A-WEEK SHOWS IN THE DALLAS METROPOLITAN AREA.

LATEST PUBLISHED PULSE REPORTS

KRLD-TV

DOMINATES THE COMBINED TV AUDIENCES OF DALLAS AND FORT WORTH METROPOLITAN AREAS

LATEST PUBLISHED PULSE REPORTS

TWO

THREE

KRLD-TV

COVERS MORE AREA THAN ANY OTHER TV STATION IN TEXAS

FROM DATA BY LOHNES & CULVER, WASHINGTON, D.C.

KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

HERALD SQUARE, DALLAS 2

KRLD-TV

CBS TV FOR DALLAS-FT. WORTH

the biggest buy
in the biggest market
in the biggest state

closed circuit

ACID TEST • Despite top secrecy surrounding it, few more details are now known about Radio Advertising Bureau's ambitious plan to put radio to its toughest test. As meagerly described by Kevin Sweeney, RAB president, during presentation at NARTB convention, plan is for established manufacturer, working under RAB guidance and using radio as only advertising vehicle, to introduce product to new market where 11 competing brands already are entrenched.

B•T

IT CAN now be said that RAB's test product will be in grocery field and that locale of test will be major market. RAB has already gathered marketing histories of competing brands, and actual invasion of new brand will begin soon. If RAB succeeds in establishing new brand on competitive footing, with radio as sole advertising medium, it will have most persuasive and complete sales story yet developed for radio.

B•T

ANTITRUST ACTIONS • With filing of five more antitrust suits against film distributors (see page 27), plus complaint against Loew's Inc. last month, Justice Dept. has reportedly finished with campaign against block-booking of feature films. Six defendants include all distributors of major feature film libraries.

B•T

SHOULD Justice Dept. prevail in antitrust suits against feature film distributors, there may be rash of private treble damage antitrust suits by tv stations. At least that's usual result whenever government moves against companies on antitrust charges and wins. Where consent decree is signed, private suit appellant has to prove violations; where company is found guilty of violations by court or jury, that's considered prima facie *case for private litigants.*

B•T

MOTOR MONEY • General Motors will be big customer of radio and television next season to judge by activities of three of its auto divisions last week. Big plum, about to fall, is Pontiac account. To be placed through MacManus, John & Adams, New York, is $5 million of Pontiac money earmarked for radio and tv spots plus network spectaculars.

B•T

TWO other GM divisions have reached signing stage on network tv. Oldsmobile, through D. P. Brother, Detroit, reportedly will place order with NBC-TV for eight hour-long shows next season, two starring Dean Martin and six starring Jerry Lewis, in addition to next presentation of Academy of Television Arts and Sciences awards. Dates and times are to be worked out. And Buick, through Kudner Agency, New York, is expected to sign for alternate weeks of Wells Fargo *Monday nights on NBC-TV next fall.*

B•T

TOLL GATE CLOSING? As if there weren't enough hurdles before FCC in trying to decide what to do with subscription tv, another is said to be in making: Rep. Emanuel Celler (D-N. Y.) has bill in hopper to prohibit charging of fee for viewing telecast in home (HR 586). Protocol-minded New Yorker is said to be privately unhappy over fact Commission is even thinking of permitting pay tv sets pending hearing on his bill. As of Friday, House Commerce Committee had scheduled no date for hearing.

B•T

J. I. (JIM) MEYERSON has resigned as general manager of WITI-TV White Fish Bay (Milwaukee) after one year. He has not announced his plans. He was formerly with Oklahoma Publishing Co. stations and for two years prior to joining ch. 6 operation in Milwaukee had been New York radio-tv representative for Time Inc. stations.

B•T

PROMISING SEASON • Though most are slow to say how much, tv networks are ahead of themselves in selling for fall. NBC-TV officials report privately that they're more than two months ahead on evening time compared to last year, and they predict they'll soon reach $100 million mark and by June will have fall schedule's evening time sold out. CBS-TV's track record is also better this year, though officials are reluctant to discuss details. Said one: "CBS-TV is never sold out; we always have something to sell on the network." ABC-TV also is running ahead but, like CBS-TV, is hesitant to talk about it, pointing out that "we're too busy selling to take time to count up."

B•T

IT WON'T happen before NARTB's June board meeting, but commitment has already been made by Robert L. Heald, association's chief attorney, to join Spearman & Roberson, Washington law firm, as partner. Mr. Heald, who joined NARTB in summer of 1955, previously was with Welch, Mott & Morgan law firm.

B•T

NO SALE • Rash of interest that broke out with disclosure that Kansas City Star Co.'s WDAF-AM-TV Kansas City are available for sale [B•T, April 8] was still prevalent last week but there was no indication that any negotiations, or discussions, had come close to hand-shaking point. Sources close to discussions doubted any conclusive decisions would be reached immediately. Price being talked for ch. 4 WDAF-TV and 5 kw WDAF (610 kc), both pioneer outlets and both NBC-affiliated, is "in excess of $10 million."

B•T

IN LINE with plans to expand into various phases of electronics equipment business, Ampex Corp., Redwood City, Calif., understood to be negotiating for purchase of ORRadio Industries, Opelika, Ala., manufacturers of "Irish" magnetic tape. Ampex said to be interested in ORRadio because of latter's developmental work in video tape and tape in instrumentation (guided missile) field (AT DEADLINE, *page 7).*

B•T

FAMILY FEUD? Radio stations in San Diego, California's southernmost city, presumably will feel most keenly competition for audience and sales of XECA Tia Juana, Mexico, when power increase from 5 kw to 50 kw and directional antenna intensify XECA's Southern California coverage. San Diego stations include KFMB, 39% owned by Helen Alvarez, whose brothers, James and Robert Harmon, are among organizers of California Broadcasters Corp., which is underwriting cost of XECA's new equipment and will act as station's U. S. sales agent (see page 106).

B•T

ONE hangover from Chicago NARTB convention was caused by mixing of management and engineering conventions in same hotel. Number of management delegates complained to association staff that they couldn't get in banquet and lunches addressed by FCC Chairman George C. McConnaughey and NARTB President Harold E. Fellows because engineering delegates were present and ticket supply ran out. Proposed solution—complete separation of two conferences with possible exception of FCC roundtable.

B•T

THE WORD SPREADS • National Radio Week, it appears, should be re-named International Radio Week. NARTB has just learned that Canadian Assn. of Radio & Television Broadcasters plans dominion-wide participation in May 5-11 event. Dominion group has special problem in preparing kits for station-advertiser-agency participation based on fact that country has two official languages and must have French and English versions.

B•T

FCC CHAIRMAN McConnaughey spent long weekend at home in Columbus, Ohio, leaving Thursday afternoon and due to return tomorrow (Tuesday) afternoon. It's felt that on his return, or within week or two thereafter, Chairman would be in position to announce future plans—whether to accept to reappointment to FCC, which he says he has been offered, or to decline in favor of opening own legal office in Washington and Columbus.

All-new surveys show it again!

When the kids go away . . .
Kansas City radios stay . . . with WHB!

Let's look between 9 a. m. and 4 p. m. Monday through Friday—and *see* what happens to Kansas City radio listening when "all those teen-agers" are at school. WHB *continues* its domination! According to every major survey, every one of the 140 quarter-hours from 9 to 4 belongs overwhelmingly to WHB. This, mind you, when there are *no* teen-agers available. No wonder **WHB** carries regular schedules for virtually every major Kansas City food chain—including **A & P, Milgrams, Thriftway, A & G, Wolferman's and Kroger.** Let the Blair man tell you WHB's dramatic 9 to 4 story. Or, talk to General Manager **George W. Armstrong.** And while you're at it, get the *whole* day and night picture!

WHB 10,000 watts, 710 kc. KANSAS CITY

WHB—FIRST 140 OUT OF 140 QUARTER-HOURS BETWEEN 9 AND 4!

AREA NIELSEN. WHB in first place 140 out of 140 quarter-hours.

HOOPER. WHB in first place 140 out of 140 quarter-hours.

PULSE. WHB in first place 140 out of 140 quarter-hours.

WHB's share of Area Nielsen Total Station Audience: 46%.

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

Smith New C&H President In Top-Echelon Realignment

ELEVATION of Paul R. Smith from vice president and creative director to presidency of Calkins & Holden, N. Y., being announced today (Monday) by agency which has been without president since Harold L. McClinton left last month to join Charles Dallas Reach in Reach, McClinton & Co. [AT DEADLINE, March 18]. At same time, Board Chairman J. Sherwood Smith and directors named Merlin E. (Mike) Carlock vice chairman of board. Other realignments: J. Blan Van Urk, vice president and chairman of plans board, to executive vice president and administrative director; William C. Pank, to senior vice president, and Frederick E. Baker, head of Frederick E. Baker & Assoc., C&H's Seattle affiliate, to board of directors.

Chairman Smith also used occasion of personnel shift to make statement concerning loss of $6 million Prudential Insurance Co. of America account to RMcC&Co. [B•T, March 25]. "It is unfortunate," he said, "that Prudential became the fulcrum of a dispute over agency ownership in which the present management unanimously refused to yield, though we were perfectly aware that our refusal involved the probable loss of the account."

Ampex, ORRadio in Tape Project

AMPEX CORP., Redwood City, Calif., and ORRadio Industries, Opelika, Ala., discussing joint efforts of their research and engineering departments in development and subsequent production of "highest possible quality magnetic recording tape, to be premium-priced and directed primarily toward video, computor and instrumentation uses," according to Ampex President George I. Long and ORRadio President J. Herbert Orr. Financial arrangements still under discussion.

RCA Victor Accelerates Buying

RCA VICTOR for portable and transistor radios reports step-up in tv and network radio along with print media schedules in advertising campaign for second quarter. Increase in tv will encompass spots demonstrating non-breakable receiver cases (on *Perry Como Show, Producer's Showcase* and *Saturday Night Color Carnival*, all NBC-TV). Saturation of 87 spot announcements slated for NBC Radio's *Monitor* running through June.

FAST SERVICE TO CHRYSLER

POINTING up speed and flexibility of network radio operations, NBC arranged schedule of spot announcements on its *Monitor* weekend service for Chrysler Corp. on several hour's notice. Chrysler decided to buy 10 one-minute announcements for past weekend after its stock cars placed one-two-three in Socony "Economy Run" Thursday. NBC Radio used closed-circuit to clear time with affiliates later that day and had arranged schedule to start last Friday. Agency: McCann-Erickson, Detroit.

Schlinkert, Bevington Slated To Head WBRC-AM-TV

EXECUTIVE APPOINTMENTS for WBRC-AM-TV Birmingham, Ala. reported Friday by Hulbert Taft Jr., president, Radio Cincinnati Inc., are Robert T. Schlinkert to WBRC-TV as general manager, and Richard L. Bevington to WBRC as general manager. Both appointments will become effective with FCC approval of Radio Cincinnati's April 4 purchase of stations from Storer Broadcasting Co. for $6,350,000.

Mr. Schlinkert, assistant general manager and general sales manager, WKRC-TV Cincinnati, joined station as sales manager in December 1951 after three years as sales manager of WWJ-TV Detroit. Mr. Bevington joined WKRC's sales staff in November 1954.

ABC-TV Promises to Offset First Quarter Earnings Decline

"EVERY EFFORT" being made at ABC-TV to improve sales for second six months of year, Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres Inc., reported to stockholders over weekend.

He noted that AB-PT's decline in earnings for this year's first quarter as compared to that period last year ($1,743,000 net operating profit compared to $2,570,000) primarily stemmed from "disappointing" tv network sales during last year's "selling period." Mr. Goldenson predicted "a measure of improvement" would be made with new Mike Wallace program, sponsored by Philip Morris, and *Telephone Time* by American Telephone & Telegraph Co. which start on ABC-TV this month. Programming and sales have shown progress, he said.

KGHL Ch. 8 Grant Finalized; KOOK-TV's Protest Denied

FCC Friday announced decision affirming its November 1955 grant of ch. 8 Billings, Mont., to KGHL, and denying protest of ch. 2 KOOK-TV Billings. KOOK-TV claimed Billings unable to support two tv stations, but Commission refused to consider economic effects in light of Camden, Ark., ruling that it did not have power to judge economics [B•T, March 29]. Instead Commission found KGHL financially qualified, reinstated grant and made it effective immediately. KGHL-TV will be affiliated with NBC.

Court Weighs KULA Plea

APPEALS court in Washington considering plea for stay against December 1956 grant of ch. 13 to Kaiser Hawaiian Village, Honolulu, T. H., following argument Thursday before Circuit Judges Wilbur K. Miller, Charles Fahy and David L. Bazelon. Appeal brought by KULA-TV Honolulu, following FCC refusal to accept economic protest last month. Protest on same grounds against am grant to Kaiser scheduled for oral argument today (Monday).

Chertok Signs With NBC-TV

JACK CHERTOK, head of own tv production firm in Hollywood, has signed with NBC-TV giving network exclusive call on his video services for next two years, except for *Publicity Girl* series he is making for ABC-TV.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business: for earlier news, see ADVERTISERS & AGENCIES, page 29.

PONTIAC BUYS IRISH • General Motors Corp. (Pontiac Div.), Detroit, to sponsor 11-game football schedule of Notre Dame U., plus one other game still unselected, on MBS, starting Sept. 28. GM reported investing about $190,000 gross for sponsorship. Agency: MacManus, John & Adams, Bloomfield Hills, Mich.

COFFEE BREAKS • General Foods, (regular Maxwell House coffee), N. Y., planning tv spot announcement campaign starting in May in nearly 100 major markets. Benton & Bowles, N. Y., is agency.

SPOT LINE-UP • Mail Pouch Tobacco Co., Wheeling, W. Va., is lining up sizable block of radio stations for 20-week early morning spot announcement campaign in New York, Pennsylvania, West Virginia, and Indiana, starting May 13. Agency: Charles W. Hoyt Co., N. Y.

SURVEYING THE FIELD • Aluminium Ltd. of Canada, through J. Walter Thompson Co., N. Y., though still considering going back with *Omnibus* if show returns to air, is also understood to be looking at other prestige public service programs, such as *Seven Lively Arts, Meet The Press*, and *Press Conference*.

OPERATION MAYTIME • Ceribelli & Co. (Brioschi anti-acid), Fairlawn, N. J., launching four-week radio spot announcement campaign beginning May 3 on WNEW New York, WCAE Pittsburgh, WHDH Boston, WPEN Philadelphia and WAVZ New Haven. Agency: MacManus, John & Adams, N. Y.

ON PLANNING BOARD • George W. Luft Co. (Tangee beauty preparations), Long Island City, N. Y., whose advertising account was recently acquired by Calkins & Holden, N. Y., from Warwick & Legler, N. Y., is in process of planning radio spot campaign in unspecified number of markets.

'KANE' LINEUP EXPANDED • Anheuser-Busch Inc. (Busch Bavarian beer), St. Louis, recently signed to sponsor Ziv Television's *New Adventures of Martin Kane* half-hour film series in seven markets, reported to have added five new cities and planning to expand further lineup of stations on series. Agency: Gardner Adv., St. Louis.

BUYS EVEN MORE • General Foods Corp. (Jello-O instant pudding) signed for nine new segments weekly on ABC Radio's Mon.-Fri. morning schedule. Included are three segments of *Breakfast Club* (9-10 a.m.); two of *My True Story* (10-10:30 a.m.), two of *When A Girl Marries* (10:30-10:45 a.m.) and two of *Whispering Streets* (10:45-11 a.m.), all starting May 15. Young & Rubicam, N. Y., is agency. These are in addition to GF's sponsorship previously announced of segments in *Breakfast Club* for Kool-Aid (Foote, Cone & Belding), Post Cereals (Benton & Bowles) and La France and Calumet (Young & Rubicam).

Congratulations

Radio WOW *and* WOW-TV Omaha

☆

FOR WINNING THE YEAR'S MOST COVETED PUBLIC SERVICE AWARD

☆

Third PEABODY Honor!

1940 Citation for Polio Fund Drive.

1946 "Operation Big Muddy."

1956 "Regimented Raindrops" — soil-water conservation."

The entire Meredith Radio-TV Family congratulates WOW Radio and WOW-TV for winning the 1956 Peabody Public Service Award.

Your TV film and Radio Program Series—"Regimented Raindrops" was a vital story, masterfully presented!

Your sister
MEREDITH STATIONS
and Magazines*

WHEN — SYRACUSE — **WHEN-TV**
KPHO — PHOENIX — **KPHO-TV**
KCMO — KANSAS CITY — **KCMO-TV**

* Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

at deadline

CNP Integrates Three Functions, Names Perles Promotion Head

CALIFORNIA National Productions, NBC subsidiary, makes further expansion this week by integrating advertising, promotion and press activities with Arthur Perles named director of promotion. Reporting to Mr. Perles will be Norman Ginsburg, manager of promotion and advertising; Jack Orr, manager of press and publicity, and Warren Steibel, exploitation.

CNP also has added Bob Cuniff, tv columnist and magazine writer, as press representative of NBC Opera Company for its second annual tour. During week, Gerald Adler of NBC was named European program director (see story, page 50). CNP now syndicating *Silent Service*, tv series, and has slated two other film series for production and syndication this year. Mr. Perles, with CBS for more than 15 years, was appointed director of press and publicity at CNP in February.

Oregon Broadcast Conference Slates April 28-30 Agenda

THIRD annual Oregon Broadcasting Conference, co-sponsored by Oregon State Broadcasters Assn. and U. of Oregon School of Journalism and Dept. of Speech, will be held in Eugene, April 28-30 with more than 200 broadcasters expected to attend. Monday's session will be devoted to BMI program clinic (see story page 66). Conference chairman is Charles S. Schulda, KERG Eugene. Main speakers include Carl Haverlin, BMI president; Payson Hall, director of radio-tv, Meredith Pub. Co.; Maurice Webster, sales manager, KNX Los Angeles and Columbia Pacific Radio Network; Marion Templeman, program director, KWPC Muscatine, Iowa; Virgil Sharpe, vice president-general manager, KOWH Omaha; J. Frank Jarman, vice president-general manager, WDNC Durham, N. C.; Charles H. Tower, manager of employe-employer relations, NARTB; William Perry, radio and tv director, Pacific Coast Conference, San Francisco; George Lindman, San Francisco manager, George P. Hollingbery Co.

Paramount Buys Dot Records

ARRANGEMENT to acquire Dot Records Inc. has been consummated by Paramount Pictures Corp., Paramount President Barney Balaban announcing today (Monday). Dot stockholders receive 54,000 shares of Paramount common stock. Randy Wood, who continues as Dot Records' president and becomes Paramount vice president, said record company will expand in single record market and rapidly enlarge album department. He added Dot Records expects $6.8 million gross for fiscal year ending April 30 with $1.1 million pre-tax earnings.

Foreign Tongue Group Chartered

INTERNATIONAL Alliance of Theatrical Stage Employes announced Friday that Local Union Charter 867 has been issued to Society of Language Specialists, New York group composed of translators, dubbers, narrators, commentators, program directors and news editors in foreign language field. IATSE said that new members are employed chiefly by radio stations and export subsidiaries of major film distributors. Contract talks with employers expected to be launched shortly by IATSE.

IT COSTS MORE

LICENSE fees to own radio and tv sets have been increased from $8.40 to $11.20, British government announced Friday. Official figures show one movie house in 25 closed last year, with blame placed on tv viewing. To help theatres and movies in fight against tv, government last week abolished 33⅓% tax on tickets for live theatre shows and reduced tax on movie tickets. Government found movie attendance dropped 7% in year, continuing downward trend.

Am Sales Announced Friday: WEGO Concord, KWIL Albany

SALE of WEGO Concord, N. C., by A. W. and Elizabeth Huckle and associates (*Concord Tribune*) to Robert T. Hilker for $102,000 announced Friday. Station is on 1420 kc with 1 kw daytime. Mr. Hilker owns WCGC Belmont, N. C., recently sold WFPD Darlington, S. C. Transaction handled by Blackburn & Co.

KWIL Albany, Ore., sold by Ralph R. Cronise and associates (*Albany Democrat-Herald*) to Larry Gordon for $80,000. Station is 1 kw on 790 kc. Mr. Gordon is general manager, KWIN Ashland, Ore. Financing was arranged by Blackburn & Co.

Both transactions subject to usual FCC approval.

Newspaper Ads Up 6.1%

NATIONAL advertisers invested $737,996,000 in newspapers last year, American Newspaper Publishers Assn.'s Bureau of Advertising reported Friday, claiming total to be record and 6.1% increase over record 1955. Data was compiled for bureau by Media Records Inc. Groceries was largest category, automotive second, while radio and tv (newspaper advertising by set makers, networks and stations) was up 16.7% over last year.

GB&B Takes N. Y. Quarters

GUILD, BASCOM & BONFIGLI, San Francisco agency, has taken temporary offices at 111 East 56th St., New York, telephone Eldorado 5-7785. Reggie Schuebel, director of network relations (see story page 40) is head of agency's New York office.

UPCOMING

April 22: United Press Broadcasters of Conn., Hotel Statler, Hartford.
April 22: Connecticut Broadcasters Assn., Hartford, Conn.
April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.
April 25-27: Western States Advertising Agencies Assn., annual conference, Oasis and Desert Inn Hotels, Palm Springs.
April 25-27: New Mexico Broadcasters Assn., Deming.
April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.
April 26: United Press Broadcasters of Mississippi, Buena Vista Hotel, Biloxi.

For other Upcomings see page 128

PEOPLE

PHIL HILLMAN, account executive, Roy S. Durstine Inc., S. F., named director of sales promotion and advertising, KNX Los Angeles, and Columbia Pacific Radio Network, effective today (Monday).

HAAN TYLER, formerly western division manager, Guild Films, appointed west coast representative for Cinema-Vue Corp., N. Y.

TED ROYCE, continuity director, WPAC Patchogue, N. Y., to WKIT Garden City, N. Y., in same position. **JOHN FROGGE** to WKIT as news director and analyst.

Buckley Seeks FCC Approval For Purchase of Storz's KOWH

APPROVAL of FCC was sought Friday by National Weekly Inc. for its purchase of KOWH Omaha from Todd Storz for $822,500 [B•T, April 1].

National Weekly, which publishes *National Review* weekly news magazine, is 100% owned by William F. Buckley Jr. He formerly was associated with *American Mercury* and is author of *God and Man at Yale*. Chairman of the board of National Weekly is Al Brent Bozell, son of the founder of Bozell & Jacobs advertising agency.

Mr. Storz's Mid-Continent Broadcasting Co. also owns WDGY Minneapolis, WHB Kansas City, WTIX New Orleans and WQAM Miami. As part of sales contract, Mr. Storz will be paid $500 per year for six years not to enter broadcasting within 100 miles of Omaha. Mid-Continent balance sheet for Feb. 28, including all Storz stations, listed surplus of $1,271,557, current assets $804,339, total assets $2,474,474 and current liabilities $674,116.

National Weekly has lost money since its formation in fall of 1955 and had deficit of $350,467 on Dec. 31, 1956, according to application. Mr. Buckley said there would be no change in present personnel of station. Virgil Sharpe is general manager of daytimer KOWH on 660 kc with 500 w.

Support for Radio Week Growing on All Fronts

SEVERAL thousand civic, farm, fraternal and religious groups will support National Radio Week May 5-11, including Red Cross chapters, 4-H Clubs, Future Farmers, Elks, Boy Scouts, Optimists and many others, according to four national co-sponsors of event. Observance is sponsored by NARTB, Radio-Electronics-Tv Mfrs. Assn., National Appliance & Radio-Tv Dealers Assn. and Radio Advertising Bureau.

National radio networks are planning intensive programming based on industry's promotional event, according to Joseph M. Sitrick, coordinating NARTB's participation. New features this year include talks by members of Congress over stations in their areas. Top RAB executives will tour nation to make speeches.

Von Brunn, Wilson to Speak

NINTH International Advertising Convention, set by International Advertising Assn. for May 2-3 at Hotel Roosevelt in New York, will feature talk by James Von Brunn, tv department of McCann-Erickson Corp. (International) on current progress in tv and radio advertising the world over. Mr. Von Brunn will show selected film clips from foreign tv stations. Also on program is an address by Charles E. Wilson, former General Electric president and now with State Dept. "Man of The Year" award in international advertising will be presented at luncheon on May 2.

the week in brief

FIVE MORE FACE ANTITRUST

Block-booking of films charged Associated Artists, C&C, NTA, Screen Gems, United Artists. Hansen indicates other actions in tv pend 27

P&G STILL KINGFISH

Firm's gross time expenditures in January went over the $4 million mark. Using PIB figures, B•T makes its monthly reports on network buys and buyers 30

RADIO'S MUSCLES FLEXED

Changes in economic conditions make radio a better buy than ever, CBS Radio Spot Sales' Allison tells Cincinnati advertising group 36

SDX HONORS EIGHT

National journalistic fraternity confers annual awards in radio and television 44

CBS DOMINATES PEABODYS

Annual awards include five for CBS, two for ABC, and one for NBC, with MBS sharing another with NBC. WNYC turns up with two winners 46

HOW FILMS ARE FARING

B•T again reports ARB findings on which of the syndicated shows earned top ratings in 10 major markets . 54

TIME INC. PURCHASE APPROVED

Buy of three am-tv properties from Bitner tops list of FCC authorizations last week. In all, station transfers amount to $18.5 million 56

THE DAYTIMERS' COMPLAINTS

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Broadcasting Publications Inc.

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*Reg. U. S. Patent Office

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The Quadrangle in Fort Sam Houston represents San Antonio as the center of the nation's largest concentration of permanent army and air force installations. The combined military payroll is over $250,000,000.00 annually.

KENS-TV

EXPRESS-NEWS STATION

5

IN EACH TELEVISION MARKET
THERE IS **ONLY ONE LEADER.***
IN SAN ANTONIO, IT'S **KENS-TV**

CBS

SAN ANTONIO, TEXAS

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

**See the latest — ARB, PULSE, RORABAUGH*

Outrates all syndicated shows!

STAGE 7

SAN FRANCISCO — highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

TWIN CITIES—highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc.

Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc.

Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.

tpa

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

SALUTE TO BASEBALL

THE WEDDING on a Saturday in spring of professional baseball and professional tv show business in 90 minutes network time left a reflection of people and associations sometime new, sometime old and sometime blue. That was "Salute to Baseball," the April 13 show on NBC-TV's *Saturday Color Carnival*.

Newness shone in Gene Kelly's effervescence—either he has neglected tv or vice versa; in the program's gay song and dance numbers, and the monosyllabic deliveries of the baseball heroes.

The seasoned old was in Stan Musial, Pee Wee Reese, Billy Pierce, Joe DiMaggio, Eddie Yost and a host of other baseball stars. And there probably were blue reminders to the aging viewers themselves when they saw such ancients as Lefty Grove, Jimmy Foxx, Pie Traynor, Gabby Hartnett et al.

The contrast was made more startling in the film flashbacks of stars such as Bob Feller, on the diamond and at the height of their careers.

Though for the hard-bitten baseball fan the self-styled and syrupy *Saturday Color Carnival* on baseball was a bit too sweet, it had its kicks too: For example, in a rundown of players and teams, Janis Paige, who we assume misread the prompter, moved the Pirates from Pittsburgh to Philadelphia. If one remembers that the Athletics now are in Kansas City, this can be real muddling for the younger than Little League class.

Some of the sketches were all right in their place but lacked originality. Comic Frank Fontaine satirized as the "rookie of the year" and showed that he does all his lowbrow impressions in the same way, be it a blockhead baseball player or a punchy fighter. Comedian Ed Gardner in his bit proved he is typed, be it tavern or clubhouse.

An interview by sportscaster Mel Allen of the "dream outfield"—Ted Williams, Joe DiMaggio and Stan Musial—seemed contrived and strained.

Ball fans among the viewers, however, got their reward of unadulterated baseball on television in the past week, starting with last Monday's opener at Griffith Stadium.

Production costs: Approximately $100,000.

Sponsored by Oldsmobile Div. of General Motors Corp., through D. P. Brother Co., RCA and Whirlpool Corp., both through Kenyon & Eckhardt, colorcast on NBC-TV Sat., April 13, 9-10:30 p.m. EST.

Executive producer: Barry Wood; producer: Joe Cates; director: Barry Shear; associate producer-special composer: Ervin Drake; writers: Ray Allen, Harvey Bullock; supervisor for baseball: Frank Slocum; music director: Harry Sosnick; choral director: Earl Rogers; choreographer: Bob Herget; announcer: Don Pardo.

Cast: Gene Kelly, host, Johnny Antonelli, Ernie Banks, Joe DiMaggio, Bob Friend, Lefty Grove, Gabby Hartnett, George Kell, Ted Kluszewski, Harvey Kuenn, Don Larsen, Mickey Mantle, Ed Mathews, Stan Musial, Don Newcombe, Billy Pierce, Pee Wee Reese, Robin Roberts, Herb Score, Harry Simpson, Pie Traynor, Ted Williams, Eddie Yost and Baseball Commissioner Ford C. Frick.

Guest Stars: Janis Paige, Tony Bennett, Paul Winchell & Jerry Mahoney, Ed Gardner, Robert Alda, Bill Hayes, Happy Felton, Mel Allen, Frank Fontaine, Pat Marshall and Robert Strauss.

BASEBALL SPORTACULAR—1957

BASEBALL fans who heard this special presentation offered on the eve of the baseball season opening were treated to a highly-informative 55 minutes of diamond talk that went beyond the usual "puff" interviews that beset radio and television.

Howard Cosell is to be commended for his intelligent questioning of the baseball personalities likely to make the headlines in 1957. He evoked answers that contrasted refreshingly with the usual "we-will-win-this-year-with-a-team-that-looks-great" responses.

More than 60 baseball figures were questioned by Mr. Cosell this spring. By scrupulous editing of the wealth of material, Mr. Cosell and his associates presented a well-rounded program. It included forecasts by club managers and officials, plus human interest anecdotes about many of the leading players and a glimpse into behind-the-scenes talk that makes conversation during the "hot-stove" league.

Mr. Cosell set out to present a baseball show and he achieved his objective—without gimmicks and fanfare.

Estimated Production Costs: $3,000
Presented sustaining on ABC Radio, Sun., April 14, 6:30-7:25 p.m. EST
Emcee: Howard Cosell
Co-Producers: Mr. Cosell, Ed Silverman
Director: Tom Shea

SEEN & HEARD

A recent trend in radio commercials is to adapt a popular song. The current spot campaign for Florists Telegraph Delivery offers a chance to turn the tables: Its melody is so catching as to deserve popular lyrics, and its commercial lyrics are attractive enough that it should peddle a pile of posies. Commercials don't often compete in entertainment value with the programming in which they appear. This one does.

BOOKS

TELEVISION RECEIVING EQUIPMENT, fourth edition, by W. T. Cocking. Iliffe & Sons Ltd., London and Philosophical Library, New York. 454 pp. $15.

THE AUTHOR has completely rewritten three-fourths of *Television Receiving Equipment* in this fourth edition. Among the subjects thoroughly treated are band III reception, increasing problems of attaining freedom from interference combined with high definition, and automatic gain control systems.

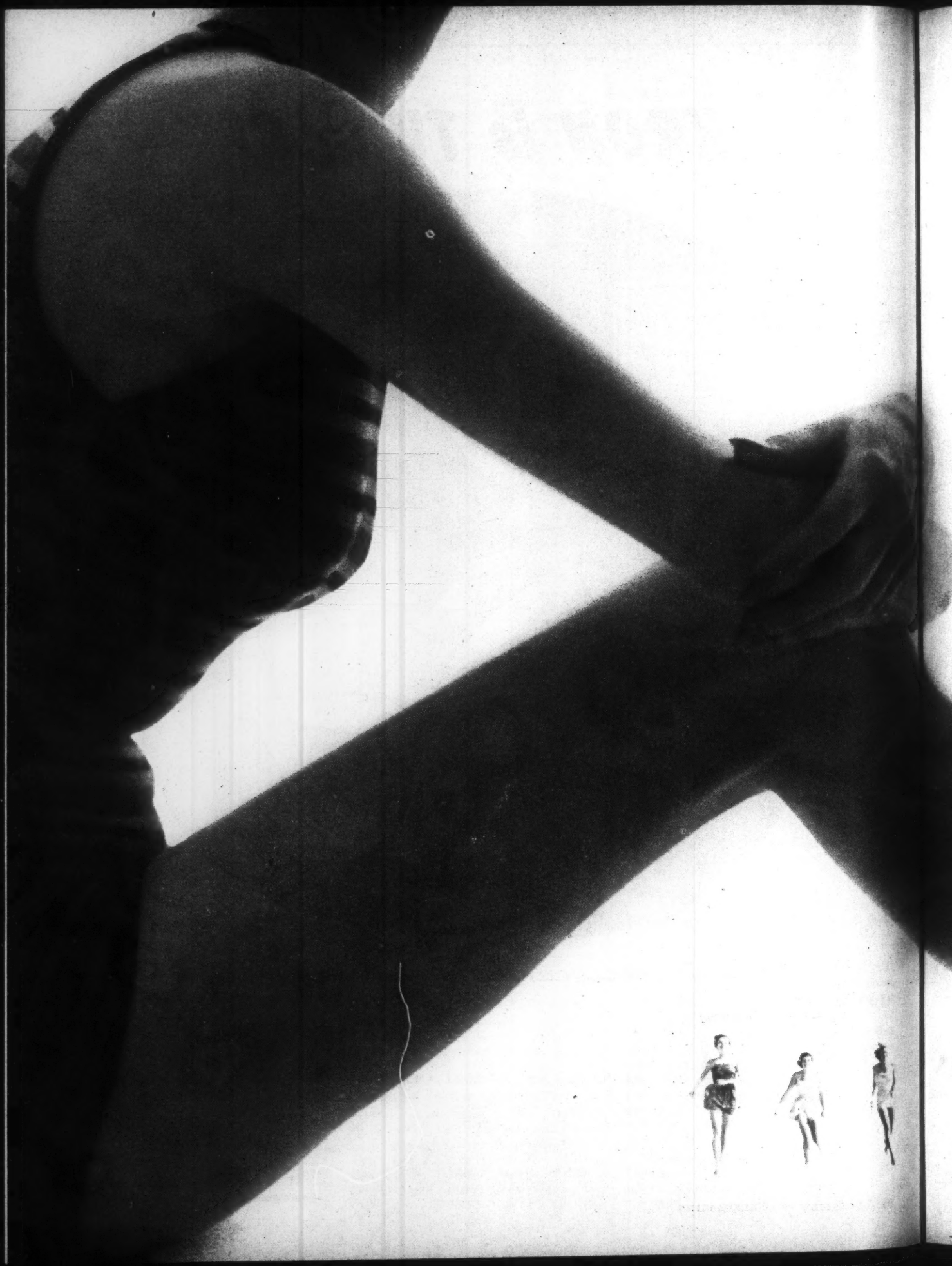
Magnetic deflection has been expanded to five chapters and synchronizing methods are discussed including flywheel sync.

KRON is TV in SF

San Franciscans are sold on KRON-TV

BEST TV FIGHTS
Mon., Wed. 7:30 PM
17.1 ARB
AVAILABLE

S. F CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD



There's more to Florida!

To be sure, living is easy... so easy that 6,300,000 visitors flock to Florida annually. More important, during 1956 2,800 new families a week moved here to live. Keeping pace, 287 new industrial plants set up shop in the first nine months of the year alone.

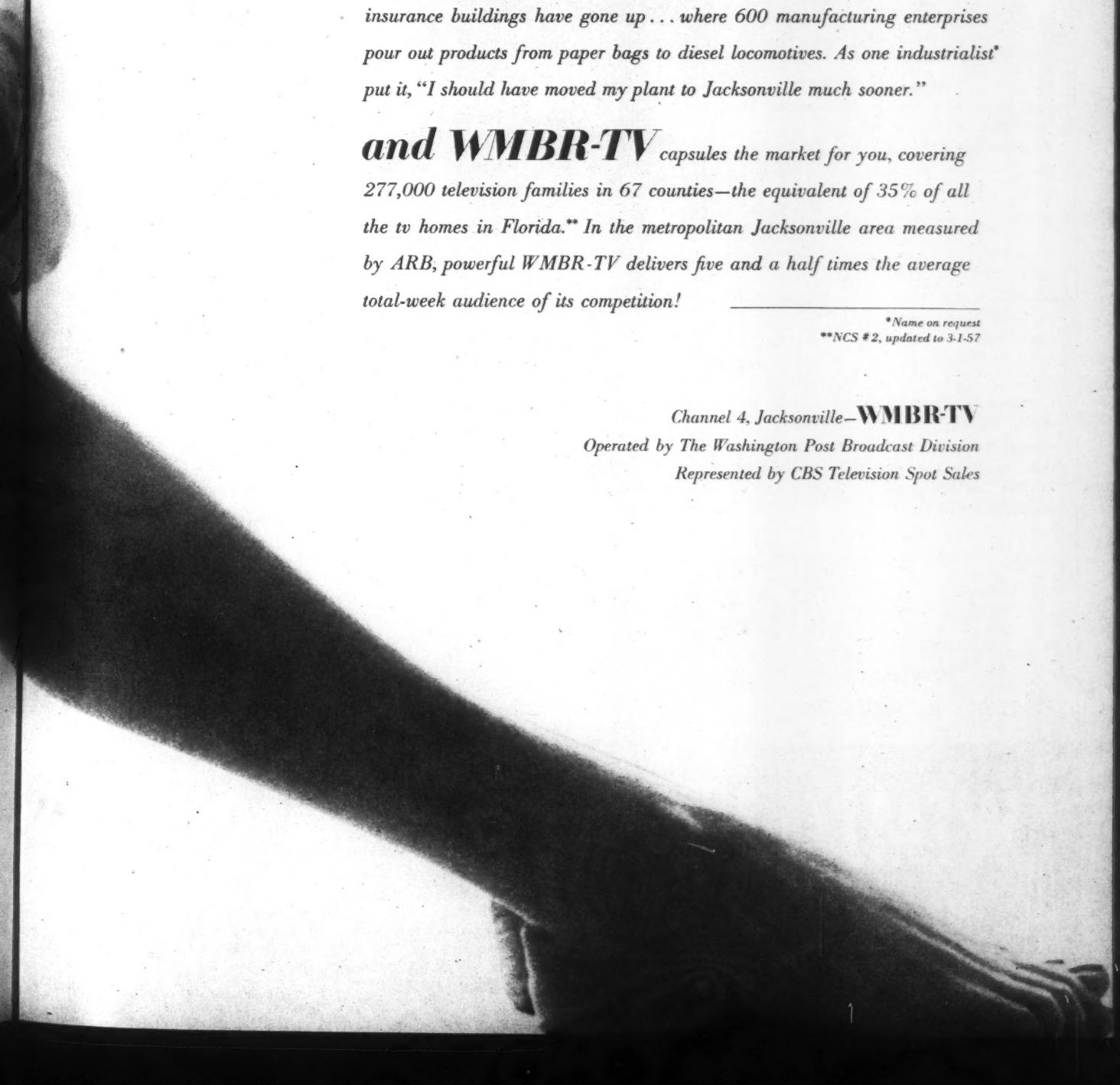
There's Jacksonville, for instance

... hub of a $1,660,000,000 market where population has increased 256% faster than the national average... where more than 50 stories of new life insurance buildings have gone up... where 600 manufacturing enterprises pour out products from paper bags to diesel locomotives. As one industrialist put it, "I should have moved my plant to Jacksonville much sooner."*

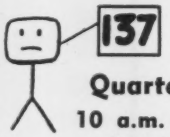
and WMBR-TV *capsules the market for you, covering 277,000 television families in 67 counties—the equivalent of 35% of all the tv homes in Florida.** In the metropolitan Jacksonville area measured by ARB, powerful WMBR-TV delivers five and a half times the average total-week audience of its competition!*

*Name on request
**NCS #2, updated to 3-1-57

*Channel 4, Jacksonville—***WMBR-TV**
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales



LOOK ..... at what
A.R.B. for Feb. '57 says
about DAYTIME tv in Youngstown.
OUT OF



Quarter hours
10 a.m. to 5 p.m.
(Monday-Friday)

GO TO WFMJ-TV
Channel 21

• • • • • •

NBC's top talent plus WFMJ-TV's own local-live and film productions including news—gives the big Youngstown, Ohio audience complete daytime television entertainment.

AND

To sell this big Ohio market with its **202,000** tv receivers, it's quite obvious that WFMJ-TV is every advertisers best buy daytime . . . or nighttime.

SO

Check with Headley-Reed or call Mitch Stanley, station manager, obtain from them the low rates now in effect for this big selling market. Some one-minute spots are still available.

• • • • • •

NBC
LOCAL
POWER
TOWER
AUDIENCE

Youngstown's Good Neighbor Station

Fm Study Echoes: Excelsior!

EDITOR:

Just finished "How Bright a Future For Fm?" [B•T, April 8] and wish to congratulate you on an excellent and up-to-date article.

This recognition of fm is bound to happen. I certainly hope that the industry realizes and will remember that your magazine—of all trade publications—has played a significant role in bringing fm out into the open.

Ray Stone
Timebuyer
Maxon Inc.
New York City

EDITOR:

Thanks for squeezing the "young" Western Fm Network into your comprehensive article on fm. Notice you left it up to Ray Stone, an old CBS-TV colleague of mine, to call us "frustrated" . . . please remind him that all world action stems from same.

Larry Harding
Promotion Director
KNEV (FM) Reno, Nev.

[EDITOR'S NOTE—Mr. Stone's remark on frustration was in his opinion that fm still needs to break through on a national basis.]

EDITOR:

We agree emphatically with your sanguine view of fm's future in your April 8 issue.

We have been particularly aware of the increasing audience of home listeners who tune in during the hours when our *Music to Buy By* is transmitted to supermarket installations—an audience that has come to be one of fm's most important daytime publics.

Your roundup, comprehensive as it was, omitted mention in the roundup of Philadelphia and Chicago markets that WIBG-FM and WFMF (FM) respectively, broadcast complete Storecast schedules.

Stanley Joseloff
President
Storecast Corp. of America
New York City

EDITOR:

We were quite impressed with "How Bright a Future For Fm?" We should like 50 tearsheets for distribution to some of our prospective clients.

David Lyndon
Manager
WQXT-AM-FM
Palm Beach, Fla.

EDITOR:

FM STORY TERRIFIC. WIRE COST 500 REPRINTS.

Don Wright
CHFI-FM
Toronto, Ont.

EDITOR:

Just finished reading for the third time your article on fm radio. I hope reprints of this article will be available. If so, please send me ten. I have friends who will be interested.

Paul Schuett
1314 20th Ave.
Longview, Wash.

[EDITOR'S NOTE—Reprints of "How Bright a Future For Fm?" are available at $15 per 100 copies.]

JWT's Porter Endorsed

EDITOR:

Your April 1 "Seven Reasons Why Radio Is Back in Agency Favor" rates a seven-gun salute, primarily for the attitude expressed by Arthur Porter, of J. Walter Thompson Co. We consider it almost in the "radio bible" class and have asked our sales staff to use the thoughts in their daily agency contacts.

Mr. Porter seems to underline a basic fact. We're so close to our medium, or . . . take its powerful effectiveness too much for granted, that we can't see this medium in its proper perspective in today's highly competitive battle for the ad dollar.

Would it be possible to get 50 copies of this story?

Gus Parmet,
Sales Manager,
WICE Providence, R. I.

Worth Kramer
Vice president-general manager
WJR Detroit

[EDITOR'S NOTE: Reprints are available at $7.50 per 1,000 copies, $4 for 500 copies, $2 for 100 copies, less than 10 copies, no charge].

Call for WJR Old Timers

EDITOR:

WJR is seeking the present whereabouts of former personalities and employes who served the station from 1922 to 1940. We want to invite them to an old timers' reunion at the station May 2. The reunion will be part of the WJR 35th anniversary week celebration, April 28-May 4.

Anyone knowing the present address of any former WJR-WCX personalities is requested to write WJR, Fisher Bldg., Detroit, or telephone Norman White, production manager, at Trinity 5-4440.

Videodex' Rhyme of Vex

We enjoyed the poem by Alice Ross, Franklin Bruck Adv. [B•T, April 1], "Up A Tree." Your ode cited every tv rating service except Videodex. Pages 15 and 39 of that same issue clearly refer to our service and to exclude it in your poem would be an extreme effort indeed.

We enclose, in answer to "Up A Tree":
Well informed time buyers of either sex
Are fully aware of Videodex
Whether or not they can make it rhyme
They use it widely for buying time
And this we say so you will know it
Be a timebuyer first, and then a poet

Allan V. Jay
Manager
Videodex Inc.
New York City

Conned—Warns Others

EDITOR:

A warning to radio stations all over the country: Be on the lookout for a character who . . . will contract for spots on a special paint job for $24.50. He will probably op-

9 TOP RATED SYNDICATED SERIES

presented by

SCREEN GEMS

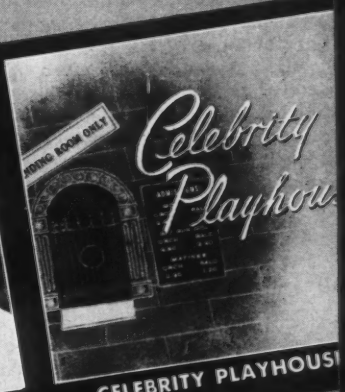
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

TOP ATTRACTIONS FOR ADULT, JUVENILE and FAMILY VIEWERS

369 HALF HOURS

ALL STAR THEATRE

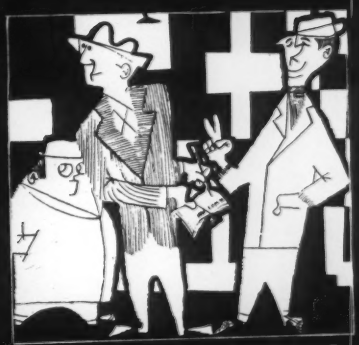
TALES OF THE TEXAS RANGERS



CELEBRITY PLAYHOUSE

TOP PLAYS OF 1957

JUNGLE JIM



DAMON RUNYON THEATRE

JET JACKSON

130 QUARTER HOURS

PATTI PAGE SHOW

THE BIG PLAYBACK

FOR INFORMATION CONTACT

NEW YORK	DETROIT	CHICAGO	HOLLYWOOD	NEW ORLEANS	TORONTO
711 Fifth Ave.	709 Fox Bldg.	230 N. Michigan Ave.	1334 N. Beechwood Dr.	1032 Royal St.	102-108 Peter St
Plaza 1-4432	Woodward 1-3979	Franklyn 2-3696	Hollywood 2-3111	Express 3913	Empire 3-4096

erate from an established garage, renting space there. He works with a partner.

This pair recently left Flint, leaving behind a tab with two radio stations plus an unpaid hotel bill. We have reason to believe they have pulled the same deal in Ohio and Buffalo.

Marvin Levy, commercial manager of WFDF Flint has discussed this matter with me. They too have been "hooded". I have been to the prosecuting attorney's office here and have been informed that unless criminal action is proven, nothing can be done about it.

Mr. Levy and I have given up any hope of ever recovering any of this money [approximately $250] but it would give us a certain satisfaction to have someone catch up with him when he pulls it on a station which has been alerted.

Jerry Gordon
WTAC Flint,, Mich.

B•T Was There

EDITOR:

Let me congratulate you on your report of the Fowler Commission's recommendations [B•T, April 1]. This is by far and away the best report I have yet seen and you are to be congratulated on your quick, clear grasp of a very complicated report.

And congratulations on your reporting in the same edition of our annual CARTB meeting which was just excellent.

T. J. Allard,
Executive Vice President,
Canadian Assn. of Radio & Television Broadcasters
Ottawa, Ont.

EDITOR:

Congratulations and thanks for the accuracy of your coverage of our last CARTB annual meeting. I am sure my views and sentiments are shared by all those at the meeting.

J. Arthur Dupont
(CJAD Montreal, Que.),
Member of Board,
Canadian Assn. of Radio & Television Broadcasters

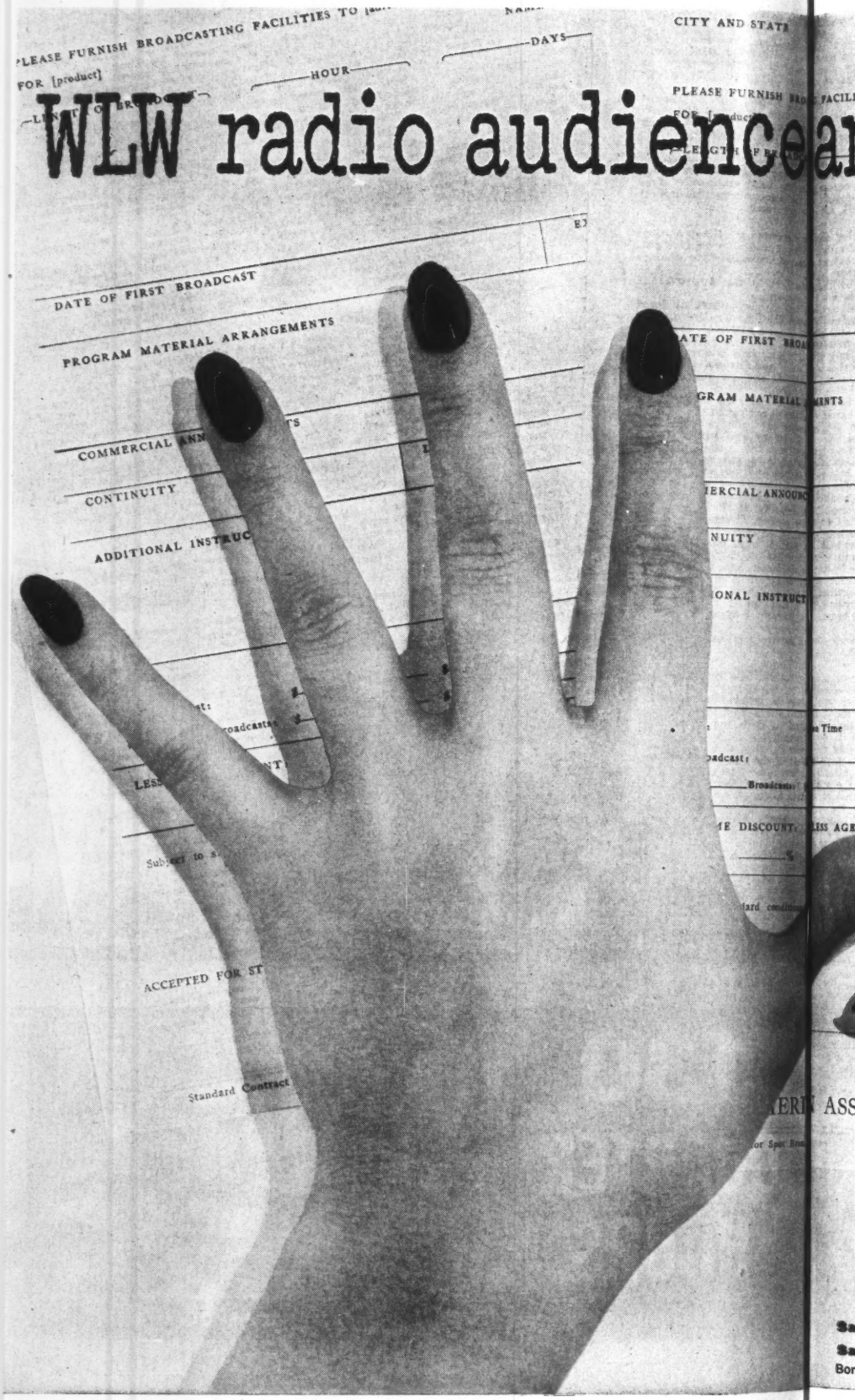
This Price Is Right

EDITOR:

This writer enjoys your reviews, even those with which he does not wholly agree. He is 100% in agreement with your review of "The Great Sebastians" [B•T, April 8] and in particular your comparison of the Lunt school of acting with the nuerotic variety which, for lack of better name, we shall call "The Everett Sloan" school.

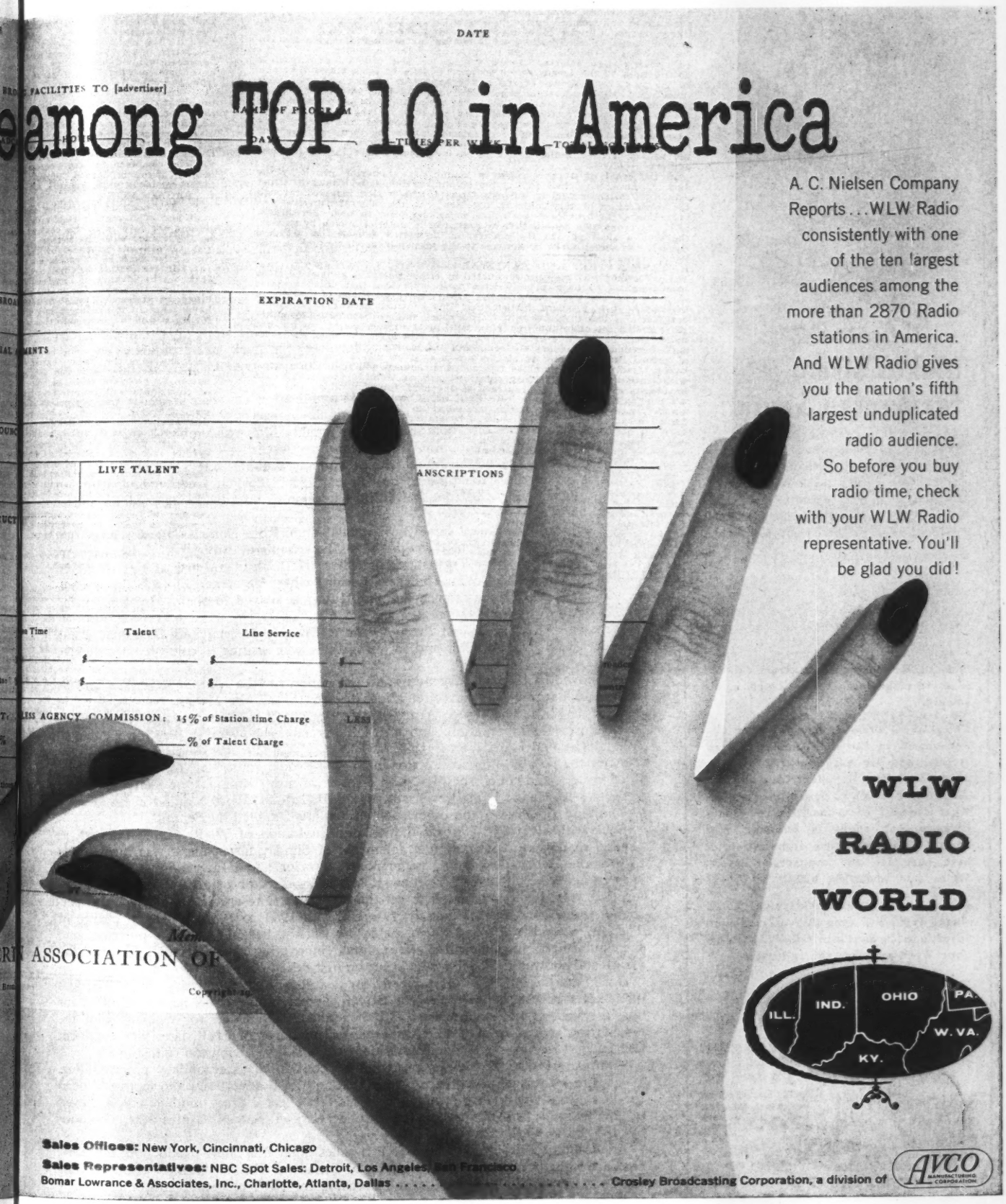
It's too bad some of our tv magazines of general circulation cannot have reviews such as yours. Instead, they commit such gaucheries as a recent one, when in announcing the Baron Nathan Rothschild film, the columnist named Robert Young and Loretta Young as the featured artists and competely ignored the fact that the great George Arliss played the lead.

G. L. Price,
George Logan Productions Inc.,
Malibu, Calif.



among TOP 10 in America

A. C. Nielsen Company Reports . . . WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!



WLW RADIO WORLD

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas

Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

CASE HISTORY—
FINANCIAL

"Avalon"
Makes Sweet Music
for Avalon Savings

What do you think when you hear the familiar strains of "Avalon"? In Southern California, they think of (1) romantic Catalina (2) the Catalina radio station KBIG (3) Avalon Savings & Loan Association of Wilmington, California.

KBIG adopted "Avalon" as its identification theme at birth 5 years ago. Two years and 1100 spots ago, Avalon Savings jumped on the bandwagon by buying spots immediately following the theme.

Results are a cogent example of how a small advertiser can use association-of-ideas to make radio spots pay off handsomely.

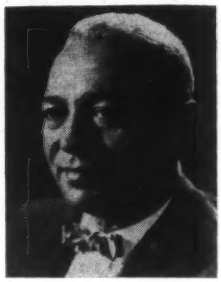
"We wanted top customer relations and name-build in the Los Angeles Harbor section, and we sure have it," writes Mark H. Fuller, President, Ad-Research Advertising, Los Angeles. "But abroad—what a bonus! From San Diego to Santa Barbara, our client is enjoying real stature as a progressive organization, at both customer and commercial levels. We're told about it, often."

Avalon Savings, an exclusive KBIG client, typifies a long list of contented advertisers in Southern California radio. Your Weed man has the full roster.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Robert Daniels Levitt



ROBERT D. LEVITT, whose steady hand is at the wheel of California National Productions, a wholly-owned NBC subsidiary, gets forward speed by shoving one gear in reverse.

As the former Hearst executive explains the process, CNP's film syndication operation believes in the production of series for first-run syndication aimed to fill the needs of local and regional advertisers, with sale to the networks and national advertisers as incidental.

This, Mr. Levitt, president and a director of CNP since last January, only six months after he joined the company, is the reverse of what many syndicators do. The making of a pilot, then "shopping" for a customer—a network or a national advertiser—is a short-range effort that, he claims, seeks a quick and profitable sale.

What often happens, he reflects, is that the local or regional advertiser is then offered what in effect is a rejection.

Objective then for California National's syndication activities includes the ignoring of an immediate opportunity for sales; maintenance of a vigorous sales organization; long-range goal of a continual flow of quality film with emphasis on service to the customer, and no "shopping" of a series."

Mr. Levitt is one of the more relaxed and unassuming executives on Fifth Ave. He manages at the same time to be "all business," lucid and convincing. More so perhaps, because he is personally sold on television as an advertising medium and as a cultural force in the U. S.

Son of Brooklyn dentist Israel Levitt and Naomi Rose Daniels—he was born July 10, 1910—Mr. Levitt went through the public schools of Brooklyn. A brother, Arthur Levitt, is now New York state controller. He took liberal arts at New York U. and then switched to Rollins College (Florida) where he earned his A.B. in psychology in 1931, was on the crew, swimming team and played football. He then studied at Columbia Law for 2½ years.

He quit Columbia to join the *New York Evening Journal* and Hearst as a cub reporter covering City Hall and in six months was writing a column on Brooklyn politics.

He moved in 1938 to advertising and promotion for the *Journal American* and by 1940 had become assistant circulation director of all the Hearst Newspapers. In May of 1942, he was in the Army as aide to the commanding general of the New York Port of Embarkation, and was discharged in November 1945 a lieutenant colonel (he had joined as captain).

After the war, he was an investor in Fenton Productions, New York, a radio production unit, and concurrently eastern director of advertising and publicity for David Selznick. At Hearst he had been active with the production for radio of *Front Page Drama* and *Jungle Jim* and other such shows later handled by Fenton.

Back with Hearst in 1946 at the personal invitation of W. R. H., Mr. Levitt, as general manager of promotion supplements of Sunday newspapers, was busy trying to promote Hearst deeper into tv, managed to bring about International News Service's tv newsreel (now INS-Telenews). Then, as director of Hearst Promotion Enterprises, Mr. Levitt attempted to get the huge Hearst reservoir of material and personnel as well as facilities into the tv art. From 1951 to 1955 he was in charge of *The American Weekly* and *Puck*, the comic weekly, became associate publisher and then publisher. He modernized the sections (innovating a new section, *Pictorial Review*) and showed a $4 million gain in the first year of revamp.

But in the fall of 1955, he was ready for tv full-time. By February of 1956 he was made director of national sales for Screen Gems. This period he describes as his "basic training" and credits John Mitchell and Ralph Cohn for teaching him the syndication ropes. In July he became general manager of CNP, later vice president and general manager and finally president when Allan Livingston joined NBC.

Film syndication, he relates, need not be considered as secondary programming. What with increasing acceptance by regional and local advertisers and increased need for tv stations for quality product, he feels CNP has a great road to travel, paved originally by his firm's "tv people" and Robert Sarnoff, now NBC president, who once headed the NBC film arm.

In addition to film syndication, CNP handles other film show production; the NBC Opera Company on tour; NBC backing of Broadway shows ("Happy Hunting," for example) and the merchandising and licensing for NBC programs and others.

For relaxation—whenever it is possible—Mr. Levitt, who lives in Manhattan with his wife, the former Sherry Shadburne, does some writing. When the Levitts can go to Mexico, it's a run on skis over clear blue waters. He has two children, Ethel, 14, and Robert, 11, by a former marriage to actress Ethel Merman.

Alice Heinecke

REPRESENTING

SESAC

AT THE
AWRT, ST. LOUIS, APRIL 25-29, 1957

Licensing the performance
mechanical or synchronization rights in
"the best music in America"
to the entire entertainment industry,
radio, television, motion picture, transcription
and phonograph record companies, theaters,
concert halls, hotels, etc.

CELEBRATING 26 YEARS OF SERVICE TO
THE ENTIRE ENTERTAINMENT INDUSTRY

Producers of the famous SESAC TRANSCRIBED LIBRARY

SESAC, INC.

THE BEST MUSIC SESAC IN AMERICA

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

in Jackson, Miss., it's

W L B T

channel 3

30%

more TV homes

check the area-wide surveys . . . plus ARB, March, 1957

Mississippi's only fulltime TV news and farm depts.

WLBT
Jackson, Mississippi
NBC
abc

For complete details
George P. Hollingbery Co.

ON ALL ACCOUNTS

Diana M. Wear

LISTENING to station salesmen and learning about developments in their markets and at their stations is an important part of timebuying that is all too often neglected, according to Diana M. (for Matthews) Wear, media director of Heintz & Co., Los Angeles.

"Markets can change, stations can change, programs can change and so can the competitive picture," she says, "and the changes can come so swiftly that the buyer who depends on last year's—or even last month's—information is taking a needless gamble, when the representatives are so eager to keep him up-to-date."

Accounts for which Mrs. Wear listens, learns and buys both radio and tv time include Flotill Products, Hancock Oil, Barbara Ann bakery goods, Luzianne coffee, Standard Federal Savings & Loan Assn. and Knudsen Creamery, plus radio time for IXL Foods, Girard's French dressing and the brokerage firm of Dempsey-Tegeler Co.

When she joined Heintz last October as the agency's first media director in its 30-year history, Diana Wear brought along a wide variety of pertinent experience, dating from her graduation from the U. of California at Berkeley. "As a language major I'd never thought of a career in advertising," she recalls, "but when I finished school a cousin who worked for Beaumont & Hohman in San Francisco told me they wanted a receptionist. I took the job and that was that."

Followed a series of jobs in which Diana bought and sold time and space, handled promotion, wrote copy and did all manner of advertising chores at agencies, radio stations, newspapers and even at the Don Lee experimental tv station.

THEN, in 1958, she was one of the first women admitted into the U. S. Air Force, which sent her to the Armed Forces Information School, where she was graduated first in her class, and was given her sergeant's stripes and a public relations post at Strategic Air Command headquarters. "It was interesting, exciting and educational," she says, "but when my two years were up I couldn't wait to get back to civilian life and to advertising."

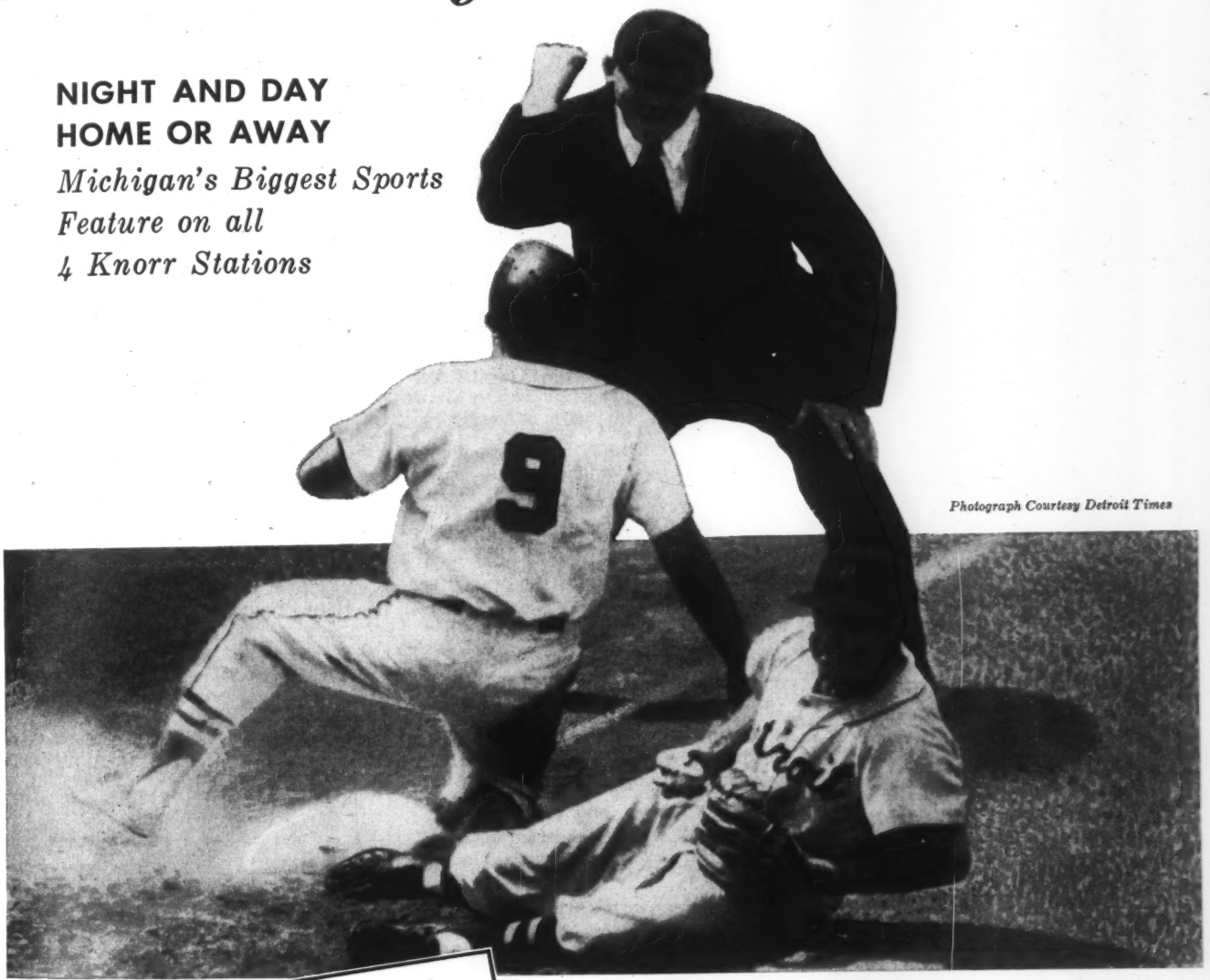
After several years in Fort Worth, where she worked first at Evans & Assoc. and then as graphics media director of Jack T. Holmes & Assoc., Mrs. Wear in 1955 returned to her native Los Angeles and a similar post at Mottl & Siteman Adv. Agency. She stayed until assuming her present position last fall.

Diana and her husband, Robert Wear, aviation writer and public relations executive, live at Playa del Rey, on the ocean, where she enjoys "my favorite indoor sports —cooking, listening to good music and talking endlessly, advertising and aviation."

Your Key to Greater Sales In The Great Michigan Market!

WKMH... *key station for Detroit Tiger Baseball!*

NIGHT AND DAY
HOME OR AWAY
Michigan's Biggest Sports Feature on all 4 Knorr Stations



Photograph Courtesy Detroit Times

SAVE up to 15%
by Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMH Dearborn Detroit
5000 WATTS
FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director
Represented by Headley-Reed

WK MH RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP.

ENERGY !

There are all kinds, but if you want extra **sales energy** in Southern California...take heart, friend...

An exclusive KTTV advertiser, out to improve his already healthy sales, says:

"We're happy to report a 297% increase in retail sales..."

The item was an imported toy car, featured on the **Sheriff John Show** and selling for about $5.00. Here's sales energy that gets past the piggy bank, into major retail sales. That's what KTTV's strong, local selling personalities can do for you.

Ask your Blair-man for full details, but ask him quietly...
He gets very excited about KTTV's **sales energy...**

KTTV
Los Angeles Times-MGM Television
Represented nationally by **BLAIR-TV**

THE FIRST two employes of Allen B. DuMont Labs receive 25 year service pins from chairman of the board Dr. Allen B. DuMont. L to r: John Hinck, now section head of the quality assurance tube labs, and Albert Steadman, manager of the chemistry lab, and Dr. DuMont. The entire organization presented a 25 year pin to Dr. DuMont.

► R. SANFORD (SANDY) GUYER, partner and general manager of WMOA Marietta, Ohio, began 34th year in radio.

► BILL KILLEBREW marks seventh year with WHBQ-TV Memphis, Tenn.

► GEORGE H. HASKELL, asst. general manager, KFAB Omaha, Neb., observed 20th year with station.

► CLINT BUEHLMAN celebrated 14th year with WBEN Buffalo, N. Y., 26th year in broadcasting.

► CHARLES K. CHRISMON begins 10th year as chief engineer at WFLO Farmville, Va., 20th in broadcast engineering.

► WLWD (TV) Dayton, Ohio, marked eighth year on air; Robert Leeth shared anniversary, marking eight years as engineer with station.

► HARVEY OLSON, program manager at WDRC Hartford, Conn., marks 22nd year with station.

► FRANCES YOUNGREN, women's program director at WMBI Chicago, celebrated 25 years in radio.

► CBS Radio's *Capitol Cloakroom* began 10th year on air.

► WRCV-TV Philadelphia director Ben Squires celebrated his 10th anniversary with the ch. 3 station on April 2.

► KFI Los Angeles marked its 35th year of broadcasting April 16.

► WDRC Hartford, Conn., observes its 35th anniversary this year.

► KFYO Lubbock, Tex., celebrated 25 years in Lubbock and 30 years of broadcasting April 23.

► CBS Radio's *Gunsmoke*, a Western adventure series, celebrates its fifth anniversary on the air this Sunday.

Obviously OUTSTANDING...

PAY YOURSELF FIRST!

Get the best return for your advertising investment in prosperous PEORIAREA by letting

- WELL-KNOWN
- POPULAR
- TIME-HONORED

local personalities do your selling job. Here are just a few WMBD personalities who know how to sell Peoriarea...

Milton Budd, 25 years

Phil Gibson, 14 years

Emil "Farmer" Bill, 23 yrs.

FOR 30 YEARS . . .
First
IN THE HEART OF ILLINOIS

WMBD
PEORIA
CBS RADIO NETWORK • 5000 WATTS
Peters, Griffin, Woodward, Inc., Nat'l Reps.

C is for

CHEMICAL

CANDY

COSMETIC

Also for cabinet, camping equipment, canned meat, canning, carpentry pattern, carpet, cereal, certified public accounting, chewing gum, children's wear, china, chocolate, cigar, cigarette, cleaning, clothing, coal, coffee, cold storage, concrete, construction, contracting, corset, cottonseed oil, cracker

. . . some of the more than 200 kinds of business which make United Press news programs the most widely sponsored.

United Press

U.P. NEWS PRODUCES

$1,500 REWARD!!!

. . . if you can find stations in the U. S. that dominate their markets as KWKH does in the Shreveport area . . .

WHEN the new NCS #2 Study was released we were extremely happy to see how completely KWKH dominates its market in *both* home-county coverage *and* total coverage as compared with any other radio station in Shreveport.

In fact, it seemed possible to us that our margin of superiority over our nearest competitor was greater than that of any station in the U. S.

After a special check with A. C. Nielsen Company, however, we find that three U. S. stations nose us out. CAN YOU FIND THEM? If so, you can win yourself a total of $1,500.00 *cash—or $500.00 for each of the three!*

THIS IS NO GIMMICK . . . It is an announcement of a legitimate contest. If you are a timebuyer, account executive, or other employee of an accredited advertising agency, you can win $500.00, $1,000.00, or $1,500.00 *right now!*

HOW TO CALCULATE A WINNER!

Use only Nielsen Coverage Service No. 2, Spring, 1956. Comparisons will be made on the basis of "Weekly Coverage" figures listed under "Homes Reached" in Table A.

a. Using these figures, determine KWKH's home-county coverage (Caddo County) and divide it by the corresponding home-county coverage figure of KWKH's nearest competitor. This will give you a home-county comparative quotient.

b. In a corresponding manner use the "Station Total" figures under "Homes Reached" for KWKH, and divide it by "Station Total" figures of the same competitive station. This will produce your second quotient.

c. Now select any other market and stations of your choice, and use the same procedure. If you find *both quotients* greater than the KWKH quotients, you have found one of the three winners.

CONTEST RULES:

1. This offer applies only to multiple-station markets (three or more stations). The station proposed must be compared only with other stations officially located *in the same county.*
2. It applies only to stations within Continental U. S.
3. Only one award will be made for any one correct entry. Postmarks will determine earliest entry in case of duplications.
4. In submitting entries, the name of the station together with the supporting figures from the Nielsen NCS No. 2 are required. Entries must be mailed to Henry Clay, Station KWKH, Shreveport, Louisiana.
5. This contest is open only to timebuyers and other personnel of recognized advertising agencies.

FOR FURTHER INFORMATION OR PARTICULARS, PLEASE CONTACT YOUR NEAREST BRANHAM OFFICE.

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. *Representatives*

Henry Clay *General Manager*

Fred Watkins *Commercial Manager*

BROADCASTING
TELECASTING

Vol. 52, No. 16 APRIL 22, 1957

FIVE MORE ANTITRUST SUITS FILED

Government sues film firms, may take action on network must-buys

THE Dept. of Justice last week filed civil antitrust suits against five more feature film distributors for forcing television stations to buy feature packages—and, if Asst. Atty. Gen. Victor R. Hansen's words mean what they say, network tie-ins and must-buys are next on the list.

The antitrust suits, charging block-booking of feature films on tv stations, were filed in New York federal district court against Associated Artists Productions Inc., C&C Super Corp., National Telefilm Associates Inc., Screen Gems Inc., and United Artists Corp. Last week's complaints followed by less than a month a similar antitrust suit against Loew's Inc. [B•T, April 1].

Mr. Hansen, addressing a luncheon meeting of the Federal Communications Bar Assn. in Washington two and a half hours after the film suits were filed, spoke of the department's investigation of "alleged tie-ins" between the sale of network time and programs and of its "broad inquiry" into network practices.

Mr. Hansen indicated that most of the investigative work on network must-buy policies has been completed. Of must-buys he said: "We are now studying voluminous information acquired for us by the FBI to determine whether this practice is violative of the antitrust laws."

The investigation of alleged tie-ins between the sale of network time and programs is still not complete, he said, "but we are far more knowledgeable than we were in September." It was in that month of 1956 that Mr. Hansen outlined in detail to the House Antitrust Subcommittee the Dept. of Justice's investigation for television.

Last Thursday the antitrust chief said that there was "no specific timetable" on the current investigation, but he did make these "observations [on] the road ahead":

"First, our investigations are continuing as rapidly as the task and the available manpower permit. We feel a great obligation to insure that this exciting new industry which provides entertainment and information to millions of Americans is operated in accordance with our laws and the great American tradition of free enterprise.

"Secondly, we are bending every effort to expand and improve our liaison and cooperation with the other executive agency concerned with the development of broadcasting in the public interest, the FCC and—where legislation seems applicable—with the Congress. In this connection we have under careful study the recently-published hearings of Congressman Celler's Special Antitrust Subcommittee of the House Judiciary Committee. We also look forward with great interest to the report on television networks by the Senate Committee on Interstate & Foreign Commerce. And we are certain that the report of the FCC's Network Study Committee, being prepared by Dean Roscoe Barrow and his staff for release about July, will be of great value.

"All of these studies by other branches and agencies of government are of the utmost assistance in our efforts to appraise the problems of television and to apply properly the antitrust laws to this industry."

The Justice Dept.'s investigation of television industry practices commenced, Mr. Hansen noted, in the fall of 1953. About a year ago the study was expanded and accelerated, the Asst. Attorney General explained.

"We intend to continue until we are satisfied that television broadcasting is operating in free and open competition."

The suits against the five film distributors charged restraint of trade and violation of Sec. 1 of the Sherman Act. Basically it alleged that the distributors refused to sell individual pictures to tv stations, but forced them to buy packages. The complaints specified that:

- AAP—Beginning in 1956, controlling 750 Warner Bros. features, required the purchase of one of 13 blocks, each consisting of 58 feature films.
- C&C—Beginning in 1956, controlling 700 RKO Radio Pictures, forced the purchase of the whole group or blocks comprising from 150 to 440 feature films.
- NTA—Beginning in 1956, controlling 100 20th Century-Fox features, forced the licensing of blocks (number of films not specified) "except in relatively few instances."
- Screen Gems—Beginning in 1955, controlling over 200 Columbia Pictures features, required the purchase of blocks of at least 26 features, except in two instances. Screen Gems is a Columbia Pictures subsidiary.
- United Artists—Beginning in 1956, controlling 78 independent features, re-

AND STILL MORE TO COME?

SEPT. 14, 1956: *Asst. Atty. Gen. Victor R. Hansen tells House Antitrust Subcommittee that Justice agents, reinforced by FBI men, have started major investigation of television, with emphasis on network practices.*

DEC. 4, 1956: *Justice Dept. sues RCA-NBC for allegedly coercing Westinghouse Broadcasting Co. into swapping WBC's Philadelphia stations for NBC's Cleveland properties.*

MARCH 27, 1957: *Justice Dept. sues Loew's Inc. for allegedly block-booking MGM feature films to television stations.*

APRIL 18, 1957: *Justice Dept. sues five other film companies for block-booking. Defendants (and their feature packages) are: C&C Super Corp. (RKO), Screen Gems (Columbia), Associated Artists Productions (Warner Bros.), National Telefilm Assocs. (20th Century-Fox) and United Artists (its own movies and those of several independent producers).*

APRIL 18, 1957: *Same day five new film suits are filed, Asst. Atty. Gen. Hansen tells Federal Communications Bar Assn.: "I can assure you that we still have much work to do."*

ABC ALTERS MUST-BUY POLICY

ABC-TV has quietly dropped its owned station must-buy requirement for advertisers, but network authorities said last week that the move was not related to any antitrust questions that have been raised before Congress or elsewhere.

They said the action was taken solely because experience had shown that the requirement was not needed—that ABC-TV advertisers buy the five o&o stations anyway. Moreover, they said, they treat their o&o's "just like any other affiliates."

ABC-TV has not had a must-buy group of stations such as the two other networks have, CBS-TV's currently totaling 56 stations and NBC-TV's 58. Rather, ABC-TV has required that advertisers buy "a minimum cleared gross for station time equivalent to $50,000 per Class A hour." In addition, the old rate card carried this other proviso:

"Advertisers are required to order as part of the applicable minimum the five ABC owned stations in New York, Chicago, Detroit, Los Angeles and San Francisco and any other ABC owned stations added during the effectiveness of this rate card."

The new card, No. 7 [B•T, April 1], drops this provision and also boosts the minimum purchase from $50,000 to $60,000 per Class A hour per telecast. In comparison, CBS-TV's must-buy group totals $75,825 gross per Class A hour while NBC-TV's comes to $77,975. In addition, the NBC-TV rate card provides for a lowering of discounts for advertisers who use fewer than 100 stations, including the must-buy group, in prime evening time.

The must-buy concept has been roundly challenged by network critics in hearings before congressional committees investigating network operations and practices. It has also been referred to by Asst. Atty. Gen. Victor R. Hansen as one area of network operation now under antitrust investigation.

quired licensing of blocks of 39 each, except in two instances.

The government not only asked the court to enjoin these alleged practices, but also to order existing contracts to be renegotiated.

Spokesmen for the cited companies issued statements last week denying the government's charges. The gist of their statements was that none had ever refused to sell their features on a picture-by-picture basis, and that the package deals were of as much benefit to stations buying them as they were to the distributors.

The Justice Dept.'s complaints, all reading virtually alike, explained the importance of film to television in these words:

"Film plays a very important part in the programming of all of the 471 commercial television stations in the United States. These stations need film for use in programming a large portion of the approximately 5,000 hours per year during which they broadcast. Commercial television stations that are affiliated with a network obtain more than half of their programs on film. Independent television stations, not affiliated with a network, obtain more than three-quarters of their programs on film.

"All television stations use feature films. About half of all hours devoted to film is allotted to feature films. As in the case of film, the use of feature films by television stations also varies depending on whether the stations are affiliated with or independent of a network. Most of the commercial tv stations in the U. S. are affiliated with networks. Since affiliated networks are supplied by networks with live programming, they depend to a somewhat lesser degree on feature films than do non-affiliated stations.

"Until recent years, despite great demand for them, there were few feature films available to television. Beginning in or about January 1956, backlogs of the major motion picture producers were made available to television. Over 2,500 feature films have been released to television from these sources."

The purported offenses have had the following effects, the government said:

"(a) Television stations have been forced to purchase large numbers of feature films not desired by them;

"(b) The playing time of television stations has been arbitrarily pre-empted, thus preventing them from securing film from other producers and distributors;

"(c) Television stations which are financially unable to take feature films in the large quantities required by the defendant have been prevented from obtaining any of the feature films of defendant;

"(d) Television stations have exhibited many feature films that are inferior in quality which, except for the offense herein alleged, they would not have exhibited."

Acting Atty. Gen. William P. Rogers, in commenting on last week's suits, said:

"The present actions are related cases following up our recent action against Loew's and are intended to eliminate compulsory block-booking in the television industry. As we stated when the Loew's case was filed, the purpose of these civil complaints is to obtain an injunction preventing the forcing of feature motion pictures in blocks upon television stations, and to require the distributors to offer them to television stations on a picture-by-picture basis. Such relief would not prevent television stations from licensing a large number of pictures at one time for administrative convenience; the only requirement would be that the distributors must permit the station to select the picture making up the group and permit negotiations picture-by-picture."

Asst. Atty. Gen. Hansen stated:

"The compulsory block-booking of copyrighted feature motion pictures was declared to be illegal in the well-known Paramount case which involved many aspects of the motion picture industry. We believe that the rule of that case as to block-booking is equally applicable to television. If we are successful in eradicating block-booking, non-network television stations (many of which are uhf stations) in particular should be benefited since they do not have network programs and rely heavily on feature films [to compete] with network stations."

The suit against Loew's Inc., also filed in New York Federal District Court, charged that since it began to sell its backlog of more than 700 pre-1948 MGM features to tv stations last year it had refused to sell less than the entire package. The complaint also noted that in three instances the film company had taken a 25% interest in tv stations as payment for the MGM package. This referred to Loew's interests in KTTV (TV) Los Angeles KMGM-TV Minneapolis-St. Paul, and KTVR (TV) Denver.

In his speech to the FCBA Thursday Mr. Hansen made one observation which could be understood to mean that the suits against the film distributors arose from complaints about these practices—although he did not identify the complaints. Mr. Hansen said:

"We in the Antitrust Division don't pick targets for our investigations. We gather facts to ascertain whether allegations that come to us are or are not correct. Then we apply the antitrust laws to the facts of the industry and act against any violations and violators that we find." He added: "Our chief concern and responsibility in the television industry is to assure that television broadcasters are economically unrestrained in their efforts to provide the viewing public with the best program fare available."

After a brief discussion of the 1948 Supreme Court decision in the Paramount case —resulting in the banning of block-booking and divestiture of theatre ownership from production—Mr. Hansen continued:

"There is little need for me to tell you,

SILVER LINING

LOOK for the silver lining.

The Dept. of Justice's antitrust actions against distributors of feature films to television stations, on charges that tv broadcasters are forced to buy whole packages, has won plaudits from one organization wholly unconnected with the broadcasting industry. It is the Japanese-American Citizens League.

According to Asst. Attorney General Victor R. Hansen, the league has praised the antitrust suits as a move which will free tv stations from being forced to show anti-Japanese propaganda. Seems the League has been unsuccessful in persuading tv stations not to broadcast feature films produced during World War II "which besmirch the loyalty of Americans of Japanese ancestry." This is because, Mr. Hansen quoted the league as saying, the stations have no economic choice but to buy, pay for and hence to exhibit a whole package of pre-1948 films.

who are in daily contact with broadcasters, of the great demand for good television programming material. Since the earliest days of this new media program shortages have been a problem for television station owners. The networks have done an excellent job in producing more and more attractive live programs. Film syndicators have contributed their part to make the tv fare more palatable; and many stations produce a portion of their own programs.

But until the libraries of the major movie producers came onto the market about a year ago, all television stations were in constant search of additional, suitable programs to broadcast. The need was especially great among unaffiliated independent television stations which do not have access to network programs.

"Advent of first-class feature films on television last year proved conclusively that tv audiences enjoy and want these films. Today, despite their age, feature films are avidly sought after by the television industry. There is now little doubt that this product holds a place of great economic importance in the television industry.

"It is the position of the Antitrust Division that compulsory block-booking of copyrighted feature films is just as illegal in the television industry as it was in the theatre industry. We wish to insure that television broadcasters will not be subject to the type of economic restraints that encumbered motion picture exhibitors . . .

"Perhaps it is not surprising that the attitude of some distributors of feature films is one of confession and avoidance. They admit that they have sold their films in large blocks but deny that any broadcasters were compelled to take any undesired films and contend that every one of their purchasers are satisfied customers.

"We do not wish to prevent television broadcasters from purchasing as many feature films from one distributor as they choose . . . The factual question of whether there has been forced selling of feature film packages is one for the courts to decide. Suffice it to say that we had sufficient credible evidence of compulsion at hand to warrant, in my judgment, filing the suits."

THE FIVE ACCUSED FIRMS ISSUE A GENERAL DENIAL

A GENERAL denial that they had violated any laws was entered by all the five cited companies.

Informed of the antitrust suit, AAP Chairman Louis Chesler pledged "fullest cooperation" with the government "in continuing a course of conduct for our company . . . in full compliance with law and good ethics," which, he said, has been the policy set by AAP since engaging in the distribution of tv film.

Mr. Chesler asserted, however, that in more than $25 million worth of tv "exhibition contracts" some had been made for as little as one picture to a single station as well as those consummated for varying numbers.

He observed, too, that AAP sold part of its cartoon library, but no feature films, in some of its transactions, while in others the contracts included feature films, but no cartoons. "Thus," he declared, "it is apparent that no product has ever been forced on anyone." Full compliance with any government request, Mr. Chesler stated, should not affect AAP's future activities or its earnings.

AAP's contracts with stations were made to the "full satisfaction of the buyer as well as the seller on a completely businesslike and arm's length basis," Mr. Chesler concluded.

Spokesmen for C&C Television Corp. and Screen Gems said they would withhold comment on the government suit until the complaint was served. Screen Gems pointed out, however, that its sales structure has been established to operate "within the framework of applicable trust laws."

Ely A. Landau, NTA president, said his company "does not engage in compulsory block-booking. He said NTA's licensees with tv stations usually cover "a number of films," but claimed this "is for the convenience of the stations as well as NTA and is not a requirement of NTA." He added:

"The needs of tv stations for continuity of programming which will meet the historic pattern of 13-, 26-, 39- and 52-week cycles makes the sales of films in groups a natural distribution method in the industry, without any element of compulsion. If the government should proceed with the case after acquiring a more complete knowledge of NTA's booking practices, we believe the case can, and will, be successfully defended by NTA."

United Artists had not received the complaint, but a spokesman said, "We have never insisted that any station take all of the 39 pictures. We have sold by selected deal only." UA offers its package, it was explained, on a "selective plan" consisting of six, 13, 26, 39, 52 or "call your own number."

ADVERTISERS & AGENCIES

3-WAY PACT HERALDS NEW VIGOR FOR S-P

- **Foreign car rights to dealers**
- **Benton & Bowles drops account**

POSTPONEMENT till late this year of all Studebaker-Packard Corp. advertising seemed imminent, it was learned last week as Benton & Bowles, New York, S-P's agency, announced Friday it will resign the account effective July 5.

Though Benton & Bowles officials declined to discuss the "S-P situation," it was understood the account was resigned because of a lack of activity on the client's part. A $2 million account several years ago, S-P currently bills less than $1 million. However, this is expected to be upped considerably later this spring.

The move follows a hectic week of ups and downs for the South Bend automaker, beginning Monday noon with the tri-corporate signing of a multi-million dollar contract between S-P, Daimler-Benz A. G. of Stuttgart, Germany, and its subsidiary, Daimler-Benz of North America Inc., and the Curtiss-Wright Corp. of Woodbridge, N. J., which assigns S-P all distribution and promotion rights for the premium-priced German auto in the U. S., Canada, Mexico and Cuba.

The contract's signing follows eight months of negotiations and is the first of its kind to place a foreign car in the U. S. market under domestic patronage. The principal force behind the pact is Curtiss-Wright, which for the past year has held an option to purchase $5 million worth of S-P stock at $5 per share and also maintains a management contract with the automaker which gives it supervisory powers.

Signatory parties were Carl F. Giese, president of Daimler-Benz (North America), Harold E. Churchill, S-P's president, and Roy T. Hurley, chief executive officer of Curtiss-Wright.

Under terms of the contract (financial terms of which were not disclosed), a new firm has been set up—Curtiss-Wright & Mercedes-Benz Inc.—which will assume all promotional and distributional activities for Mercedes-Benz products. Effective about May 20, D-B's contract with Hoffman Motors Corp., heretofore Mercedes-Benz' exclusive U. S. distributor, will expire, and will be replaced by a new one with Studebaker-Packard, giving that firm's 2,400 dealers and distributors the D-B franchise. Additionally, S-P also acquires certain German patents. Eventually, S-P hopes to assemble the Mercedes-Benz in this country.

Studebaker-Packard also has made known plans to introduce on the U. S. market a new "economy model" later this year which will retail at $1,800—the cheapest U. S. model on the road. This move is interpreted by the auto industry as an effort to bypass American Motors Corp.'s successful Rambler. It also will give S-P the widest price range of any car manufacturer in the country—from less than $2,000 to $13,000 (the most expensive Mercedes-Benz made).

What this means to the advertising industry is this:

- For the time being, S-P will retrench by calling a moratorium on the advertising dollar. This move will be only temporary.
- When S-P finds a new agency, chances are the budget will be increased considerably, for the account not only will be for automobiles, but also for Daimler-Benz diesel engines, farm machinery and allied products. This assumption is based on the "probability," to quote one Curtiss-Wright official, that S-P's and CW-MB's advertising will be lumped together.
- When the agreement becomes a working one—later this summer—indications point to an eventual resumption of S-P's broadcast activities.

The move gives Studebaker-Packard a

TV NETWORK BUYS AND BUYERS

PROCTER & GAMBLE shot over the $4 million mark in its network tv time purchases (gross) in January. Assuming that P & G can keep close to this level for the remainder of the year, the advertiser can handily beat its all-time record of over $43.4 million in network tv purchases (at gross rates before discounts) in 1956 [B•T, March 11].

Other interesting points in B•T's regular computations based on Publishers Information Bureau data for January:

• The Big Three automakers were off to a slowed start for the year. Collectively, Chrysler, Ford and General Motors spent nearly $3.9 million in network tv, or some $600,000 less than in the same month of a year ago, and under their total of December 1956.

• Colgate-Palmolive is back in the second spot of the leading 10 network advertisers. With Chrysler shading its spending somewhat from what it had totaled in December and C-P slightly increasing its monthly expenditure, the latter recaptured second place.

• Coming up in the top 10 is American Home Products which climbed from fifth place in December to fourth in January; a relative newcomer to the top 10, Bristol-Myers showed up in ninth place.

• All of the top 10 national advertisers in network television spent $1 million or more for the month, yet P & G was the only advertiser that broke through the $2 million level.

In the product categories, foods, drugs and remedies, industrial materials, smoking materials, soaps and toiletries were strong in January compared to that month of 1956. Network tv gross billing in January totaled more than $43.5 million, or well over $4.5 million ahead of the month last year.

TOP TEN ON TV NETWORKS— JAN. 1957

1.	PROCTER & GAMBLE	$4,121,859
2.	COLGATE-PALMOLIVE	1,727,365
3.	CHRYSLER CORP.	1,571,067
4.	AMERICAN HOME PRODS.	1,513,582
5.	GENERAL FOODS	1,458,565
6.	GILLETTE	1,301,721
7.	FORD MOTOR	1,207,013
8.	GENERAL MOTORS	1,114,183
9.	BRISTOL-MYERS	1,111,554
10.	R. J. REYNOLDS	1,075,762

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING JANUARY 1957, AS COMPARED TO 1956

	January 1957	January 1956
AGRICULTURE & FARMING	$	$ 32,394
APPAREL, FOOTWEAR & ACCESS.	283,721	275,020
AUTOMOTIVE, AUTO EQUIPMENT, & ACCESS.	4,566,890	5,474,887
BEER, WINE & LIQUOR	531,203	551,496
BLDG. MATERIALS, EQUIP. & FIXTURES	276,117	167,233
CONFECTIONERY & SOFT DRINKS	700,620	876,660
CONSUMER SERVICES	359,898	63,213
DRUGS & REMEDIES	4,135,793	3,189,916
FOOD & FOOD PRODUCTS	8,947,163	7,304,793
GASOLINE, LUBRICANTS & OTHER FUELS	228,798	373,716
HORTICULTURE	51,720	———
HOUSEHOLD EQUIP. & SUPPLIES	1,915,556	2,661,979
HOUSEHOLD FURNISHINGS	204,600	200,452
INDUSTRIAL MATERIALS	1,322,880	809,809
INSURANCE	412,044	420,250
JEWELRY, OPTICAL GOODS & CAMERAS	703,533	283,964
OFFICE EQUIP., STATIONERY & WRITING SUPPLIES	31,587	378,523
PUBLISHING & MEDIA	258,190	98,425
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	517,310	846,305
SMOKING MATERIALS	3,592,360	3,556,980
SOAPS, CLEANERS & POLISHES	5,469,783	4,568,724
SPORTING GOODS & TOYS	31,507	41,946
TOILETRIES & TOILET GOODS	8,578,774	6,413,479
TRAVEL, HOTELS & RESORTS	75,513	61,830
MISCELLANEOUS	326,991	224,762
TOTALS	$43,522,551	$38,876,756

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JANUARY 1957

BEST FOODS	$ 106,990
CHRYSLER	1,571,067
JOSEPH SCHLITZ BREWING CO.	216,792
GENERAL ELECTRIC CO.	101,830
COCA-COLA	302,670
AT&T	249,036
AMERICAN HOME PRODS.	1,292,367
GENERAL FOODS	1,458,565
GULF OIL	186,900
FLORISTS' TEL. DELIVERY ASSN.	51,720
GENERAL ELECTRIC	551,582
ARMSTRONG CORK	173,980
U. S. STEEL	280,800
PRUDENTIAL	235,188
BULOVA WATCH	248,364
MINNESOTA MINING & MFG.	31,587
TIME INC.	258,190
ADMIRAL	195,094
R. J. REYNOLDS TOBACCO	1,075,762
PROCTER & GAMBLE	3,605,157
MATTEL	31,507
COLGATE-PALMOLIVE	1,323,059
PAN AMERICAN	75,513
QUAKER OATS	99,861

long-needed shot in the corporate arm. Though aggregate 1956 sales for the three companies totaled over $1.3 billion, Studebaker-Packard suffered a $103 million loss last year, more than in 1955. (Daimler-Benz and Curtiss-Wright both are extremely healthy companies.) As S-P's revenues sagged, so did its advertising expenditures.

Formed several years ago out of the Studebaker Corp. and the Packard Motor Car Co. of Detroit, the merged company never had one agency servicing the account until last year, when Benton & Bowles acquired the Packard Division from D'Arcy, which had resigned it. (Other agencies concerned with Studebaker and Packard at one time were Roche, Williams & Cleary, Chicago, for Studebaker, and Ruthrauff & Ryan, New York, for Packard.) S-P's last continuous broadcast activity was in sponsoring *Tv's Readers' Digest* on ABC-TV two seasons ago. Since then it has limited radio-tv to introductory spot campaigns, dropping broadcast media shortly after the beginning of this year.

Pabst's Downs Cites Tv Use In Promoting Old Tap Lager

"WHEN bartenders start griping because customers tap on the bar three times with a half-dollar and expect to be served with Old Tap Lager beer, then an advertising agency has done a good job in pushing the brand," Ken Downs, publicity director of Pabst Brewing Co., Los Angeles, said Tuesday in a talk to the Los Angeles Advertising Club Juniors, guests of the brewery.

The agency, Leo Burnett Co., Hollywood, keeps Old Tap Lager before the public all the year round, and uses all media, but puts special emphasis on television, backed by point of sale material, Mr. Downs said. He cited a survey last summer by KABC-TV Los Angeles which found tv credited with an influence on beer buying 20 times greater than the combined influence of radio, newspaper and magazine advertising. He reported the new PABST-Eastside tv schedule—33 spots a week on KRCA (TV), 20 on KABC-TV and 14 on KNXT (TV)—reaches an estimated 10 million sets each week.

Point of sale reminders are also important, Mr. Downs said, as approximately 70% of beer buying is done on impulse, the buyers making up their minds as to which brand to buy while they are in the store. Almost 80% of all beer sold in Southern California comes out of package stores and markets, he reported.

500 Register for AFA Meet

RECORD attendance is anticipated for the 53rd annual convention of the Advertising Federation of America in Miami Beach June 9-13, with advance reservations totaling more than 500, it was announced last week by Ben R. Donaldson, AFA board chairman and director of institutional advertising, Ford Motor Co. Among topics at this year's meeting are motivational research, small business, media cost problems, copy techniques, public relations and government affairs.

Sweeney Will Address WSAAA Meet This Week

KEVIN SWEENEY, president, Radio Advertising Bureau, will address the opening (Thursday) afternoon session of the three-day convention of the Western States Advertising Agencies Assn. to be held at Palm Springs, Calif., Thursday-Saturday. Mr. Sweeney will speak on "The Radio Advertising Business—in 1962" in keeping with the convention theme "The Advertising Business Five Years From Now."

The convention agenda is to start with a welcoming speech by James Christopher, WSAAA president, at 1 p.m. Thursday. Roger Barton, project and public relations director, Alfred Politz Research, will speak on "The Advertising Business—in 1962"; then Mr. Sweeney will make his address, followed by Lowell Brekke, Smile Employment Service, Los Angeles, on "Advertising Agency Personnel Problems—Now and in 1962"; Selig Seligman, general manager, KABC-TV Los Angeles, on "Tv—in 1962"; Today and in 1962" (speaker not yet scheduled); Howard Benn, president, Gould, Gleiss & Benn, reporting on a study of Western advertisers, "Your Clients—Will They Be With You in 1962?" Hugh Tolford, vice president, California Transit Advertising, on "What the Next Five Years Will Bring in Transit Advertising."

Friday morning, a closed session for WSAAA members only will include a membership report by Robert Boone, Van der Boom, Hunt, McNaughton, Los Angeles; a report of a survey of agency costs and operations by Macy Baum, Paul & Baum; a report on legal developments in the agency field, by Harry Lindersmith, WSAAA counsel; a headquarters report by Mr. Christopher and one on chapters by Walter Marto, head of his own Pasadena agency; and a discussion of "How to Set Up an Agency Library" by Ad Fried, owner, Ad Fried Adv. Agency, Oakland, Calif.

Friday afternoon, the convention reverts to an open meeting, with talks on "Newspaper Advertising Business—in 1962," by Charles Horn, advertising director, *Los Angeles Examiner*; "Agencies' Growing Tax and Accounting Problems," by E. A. Evanson, Arthur Anderson & Co.; "How to Conduct a Sales Meeting," by Tyler Macdonald, vice president, Hixon & Jorgensen, Los Angeles; "The Adman and His Health," by Dr. Lewis T. Bullock, associate professor of medicine at U. of Southern California; "Printing Predictions," by Dale Magor, vice president and sales manager, Jeffries Banknote Co., Los Angeles; "How to Handle Creative People," E. A. Adams, Los Angeles Art Center.

Dr. Elwood Thrippe, chairman of the London Institute of Advertising Relations, will make the principal address at the convention's dinner on Friday. Mr. Barton, first speaker on the agenda, is the last as well, concluding the business sessions with a talk on "The Advertising Business in 1962—Second Phase."

The Harry Maizlish stations—KPAL Palm Springs and KRHM (FM) Los Angeles—will be hosts at a cocktail party and outdoor steak fry on Thursday. The *Palm Springs Desert Sun* will give the pre-dinner cocktail party on Friday. Convention meetings will be held at the Desert Inn; luncheon and dinner at the Oasis Hotel.

Total attendance of more than 300—a record-breaking number—is expected to attend the three-day meeting. Convention Chairman Doug Anderson of Anderson-McConnell Adv. Agency, Los Angeles, said last week.

Ross, Lansdale Talks Featured At Hollywood Advertising Club

WHEN an advertiser plans to expand his distribution in a big way into a new market in which his agency does not maintain an office, the agency can open a branch there or acquire one by purchase, merger or affiliation, or it can relinquish the account to another agency, at least in the new market. So much was agreed on by Jon Ross, owner of his own agency in Los Angeles and also an affiliate in that city of Miller, Mackay, Hoeck & Hartung of Seattle, and Phil Lansdale, whose agency re-

DELCO batteries have the important role of powering the boat that powers these skiers in Florida's Cypress Gardens. This shot is from a filmed commercial prepared by Campbell-Ewald Co., New York, emphasizing Delco batteries for watercraft engines. Seen on NBC-TV's *Wide Wide World*, it was prepared by Don Kraatz, United Motors Service tv account executive, and Art Ross, New York tv production chief, under general supervision of Philip L. McHugh, tv vice president for Campbell-Ewald.

'WE TAKE YOU TO COLUMBUS, OHIO . . .'

BROADCASTERS have been used to putting a show on the road and cutting in commercials from the studio. But last Monday Westinghouse reversed the procedure and hauled a crew of 14 technical and five production people plus four tons of equipment to Columbus, Ohio, to insert its "sand test" live commercial into a New York origination of CBS-TV's *Studio One*.

It cost $10,000 more than the approximate $13,000 it usually takes to do the commercial in New York, but Westinghouse went out to settle an argument and sell washing machines. It started last fall when the sponsor and its agency, McCann-Erickson, hit upon the sand test to prove to prospective customers that the Westinghouse Laundromat (does a better job of cleaning clothes than other automatic washers [B•T, Nov. 19, 1956]. The stunt was put on *Studio One* in a regular CBS-TV studio origination, but some viewers thought it was rigged.

In fact Mrs. Fred R. Asay and Mrs. Michael Spangler, neighbors in Columbus, got into an argument, Mrs. Asay defending her Laundromat against Mrs. Spangler's competitive brand. When Westinghouse learned of the "local test", it was decided to remote the live commercial and show it to a national audience, using the women's own machines.

Westinghouse hostess Betty Furness appeared in Columbus for the six-minute commercial, which employed split-screen technique of almost documentary nature. The only production problem was Mrs. Spangler's losing her shoe in a dash across the street through two inch, slushy snow to her neighbor's house during the tv test.

A marked increase in Westinghouse Laundromat sales last week following the Columbus commercial was reported to B•T Thursday by Jack Lee, manager, laundry equipment dept., major appliances division, Westinghouse Electric Corp. He said this sand test was the most effective to date because of its "human interest" and "believability."

ARBITRATING the decision, Betty Furness (l) looks on as Mrs. Michael E. Spangler (c) inspects results after a Westinghouse sand test. Mrs. Fred R. Asay waits for the verdict.

cently was merged with Edward S. Kellogg Co., Los Angeles.

The two agency principals were speakers at last Monday's luncheon meeting of the Hollywood Advertising Club.

Stressed by Mr. Ross was the importance of autonomy for the affiliate agency, which, he said, "must have buying power," the authority to order the time and space from local media just as he does for his own clients.

Proper understanding of the problems in advance is the best way to make affiliation work, particularly the financial details, according to Mr. Lansdale. Pointing out that an affiliation, like a new account, involves additional expenses for an agency at first, he said that this should be recognized and worked out in advance. "If an affiliation's going to work, it must be profitable to both parties," he said. Establishing a routine for transmitting instructions to eliminate misunderstandings is equally important, he noted.

Dry Goods Retailers to Meet

THE mid-year convention of the sales promotion division of the National Retail Dry Goods Assn. will be held in New York May 20-22. Sessions will be devoted to discussions of a more effective use of television and other media by retailers. The tv presentation will be made by Howard P. Abrahams, director of retail sales for Television Bureau of Advertising, N. Y., and will cover the writing of commercial copy, creation of storyboards, production of commercials and the use of ID's, chain breaks and spots.

AT&T Ad Budget Rapped At Stockholder Meeting

AN ATTACK on American Telephone & Telegraph Co.'s advertising program and a stockholder proposal calling for a nationwide radio-tv hookup (closed circuit or open wire) of AT&T's annual stockholder meetings figured prominently last Wednesday in New York during the 72nd annual meeting of the world's biggest utility.

The four-hour session was attended by approximately 3,000 shareholders and a few proved to be highly vocal. Among them:

• Jonah J. Goldstein, former New York general sessions court judge, who charged AT&T with "extravagant and useless advertising."

• Lewis D. Gilbert, self-proclaimed spokesman for "the little shareholder," who came out for a $25,000 ceiling on all future annual pensions to AT&T officers.

• Mrs. Wilma Soss, president of the Federation of Women Shareholders in American Business Inc., whose *Pocketbook News* is a weekly WRCA New York feature. Mrs. Soss proposed that AT&T "telecast" its stockholder meetings by closed circuit.

But the stockholder proposals for a 4-to-1 capital stock split, a pension ceiling and the telecasting of annual meetings were soundly defeated by a majority of the shareholders. Of the total shares, 76% were voted directly or by proxy.

Discussion of AT&T's advertising was triggered indirectly by Mr. Gilbert, who asked AT&T President Frederick R. Kappel how much of the $1.2 billion operating expenses for 1956 was devoted to advertising. Mr. Kappel replied that $37.7 million was spent (of which $7 million went into radio-tv, he said afterward), an increase of $4 million over 1955, and due, he explained, "to increased costs, larger outlay and more advertising all around."

AT&T, a long-standing radio advertiser *(The Bell Telephone Hour)* expanded its broadcast activities last year with the John Nesbitt *Telephone Time* dramatic film series on CBS-TV, now on ABC-TV. It also sponsored the first of its Frank Capra-Shamus Culhane *Science Series* on CBS-TV. Its agency for the Bell System is N. W. Ayer & Son, New York.

Judge Goldstein decried the "many millions that are spent yearly in useless and extravagant advertising." He asked, "Does a company, without competition, which has a legal monopoly, require a coast-to-coast television program . . . the cost of which in 1956 was $3,645,928?" (He said this figure was supplied by AT&T.)

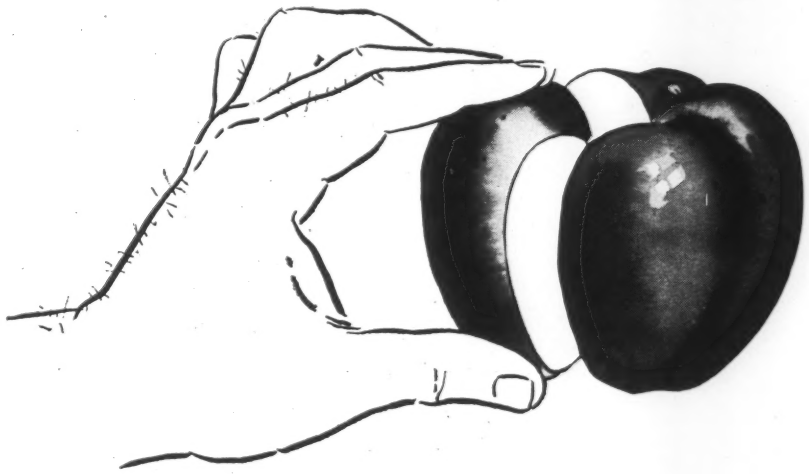
He also criticized print advertising for AT&T's manufacturing arm, Western Electric Co., by disclosing that WE's 1956 ad budget was $1,440,000.

ARF Conference Scheduled

THE third annual conference of the Advertising Research Foundation will be held Nov. 14 at the Plaza Hotel in New York. Arthur Hull Hayes, president of CBS Radio, is chairman of the program committee.

Get more than ⅓!

(of Iowa's Food Sales Potential)



WHO gives you Iowa's Metropolitan Areas (⅓ of Food Sales) . . . PLUS THE REMAINDER OF IOWA!

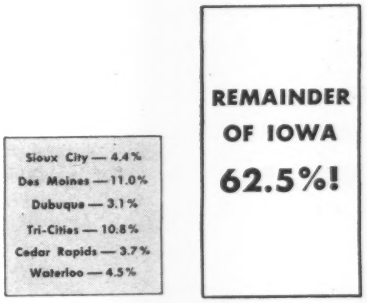
Iowa's six Metropolitan Areas, all combined, do 37.5% of the State's Food Sales. The rest of Iowa accounts for a whopping 62.5%!

You can buy a number of Iowa radio stations and get good coverage of individual Metropolitan Areas—*but WHO gives you high coverage of ALL Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

FREE MERCHANDISING!

WHO Radio maintains one of the nation's most comprehensive and *successful* FREE merchandising services in 350 high-volume grocery stores for FOOD advertisers who buy $300 gross time per week; in 250 high-volume drug stores for DRUG advertisers who buy $250 per week. (A $200 Food plan is also available.) Ask us—or PGW—for all the facts!

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport



IOWA FOOD SALES
1956 Consumer Market Figures

WHO

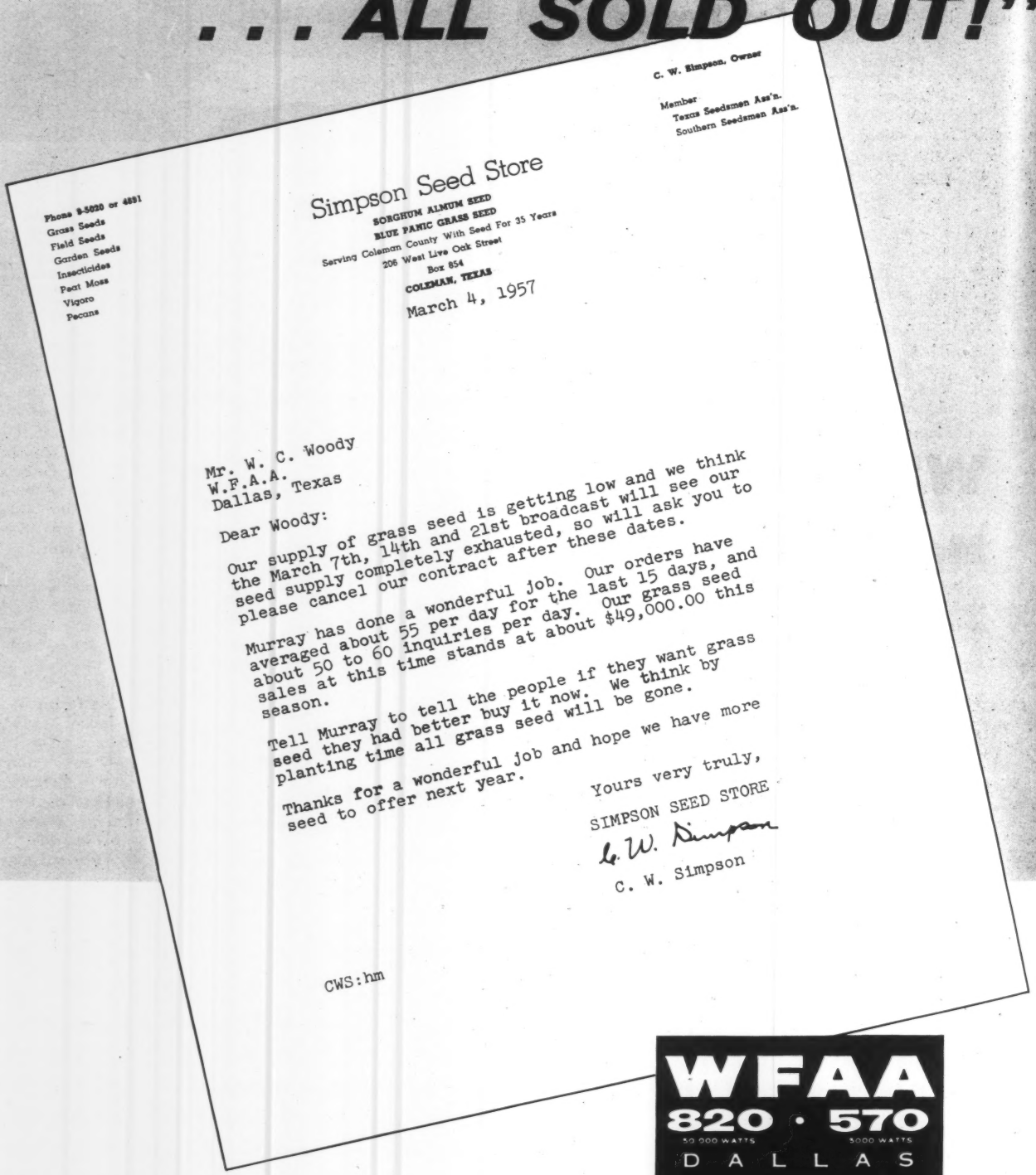
for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

"PLEASE CANCEL SCHEDULE ... ALL SOLD OUT!"



Phone 8-5020 or 4891
Grass Seeds
Field Seeds
Garden Seeds
Insecticides
Peat Moss
Vigoro
Pecans

Simpson Seed Store
SORGHUM ALNUM SEED
BLUE PANIC GRASS SEED
Serving Coleman County With Seed For 35 Years
206 West Live Oak Street
Box 854
COLEMAN, TEXAS

C. W. Simpson, Owner

Member
Texas Seedsmen Ass'n.
Southern Seedsmen Ass'n.

March 4, 1957

Mr. W. C. Woody
W.F.A.A.
Dallas, Texas

Dear Woody:

Our supply of grass seed is getting low and we think the March 7th, 14th and 21st broadcast will see our seed supply completely exhausted, so will ask you to please cancel our contract after these dates.

Murray has done a wonderful job. Our orders have averaged about 55 per day for the last 15 days, and about 50 to 60 inquiries per day. Our grass seed sales at this time stands at about $49,000.00 this season.

Tell Murray to tell the people if they want grass seed they had better buy it now. We think by planting time all grass seed will be gone.

Thanks for a wonderful job and hope we have more seed to offer next year.

Yours very truly,

SIMPSON SEED STORE

C. W. Simpson

CWS:hm

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC · ABC · TQN

How about you? Looking for the station that makes cash registers hum? Then see your PETRYMAN right away for hot availabilities!

Radio Services of the Dallas Morning News
Edward Petry & Co.
National Representatives

Ely Named McAdams President; Sackler Remains as Chairman

EXECUTIVE changes including the election of Dr. DeForest Ely to president were anounced last week by William Douglas McAdams Inc., New York, agency specializing in medical and pharmaceutical advertising.

Dr. Ely suceeds Dr. Arthur M. Sackler, who retains his post of board chairman. William E. Duryea, a vice president since 1955, becomes executive vice president; John Kallir, copywriter, account executive

DR. ELY DR. SACKLER

and supervisor since 1952, and Stephen W. Schwartz, with the agency for the past five years and director of the agency's radio and tv division, were elected vice presidents. Mr. Schwartz continues to supervise radio and tv activities.

Other top executives include Mrs. Helen Haberman, with the agency since its founding in 1929, and remaining as senior vice president, and Dr. Lawrence Sophian who continues as vice president and medical director.

Dr. Ely joined the agency in 1947 and has been a vice president since 1950. Dr. Sackler had been president from 1947 to 1954 when he became board chairman on the death of William Douglas McAdams.

Edwin Kraft Fined $1,000 On Mail Order Fraud Count

EDWIN A. KRAFT, 61, whose per inquiry campaigns for assorted nursery stock have enlivened radio history for two decades, has been fined $1,000 by a federal court in St. Paul. In addition, he has been ordered by the court to repay some 2,000 customers who claim they paid $1 for four geranium plants which never arrived.

Judge Dennis Donovan imposed the sentence when Mr. Kraft threw himself on the mercy of the court. He had been convicted two years ago of operating a newspaper mail order venture which allegedly brought him $26,000, but the conviction was reversed by a federal appellate court which ordered a retrial. Original complaints were based on investigative work by the *St. Paul Dispatch* and *Pioneer-Press*.

Mr. Kraft first attained national stature nearly two decades ago when his Northwest Radio Adv. Co., Seattle, promoted nursery deals on a per-inquiry basis. At that time some broadcast stations were unhappy about the payment they received from Northwest and many customers complained they either didn't get their plants or received little bundles of seedlings. At one time he operated KINY Juneau, Alaska, and KTKN Ketchikan.

FDA Asks Broadcaster Caution On Hoxsey 'Cancer Treatment'

FOOD & DRUG Administration last Thursday cautioned stations and networks to be wary of attempts to gain air time in behalf of the so-called Hoxsey "cancer treatment."

An FDA spokesman said that Dr. Harry M. Hoxsey, who has been convicted several times for practicing medicine without a license and who has been under government fire many years, has been approaching stations for air time. According to FDA, Dr. Hoxsey contends his treatment is a controversial issue between him and the medical profession and, accordingly, warrants air time.

FDA pointed out to broadcasters that federal courts twice have made findings adjudging the treatment for internal cancer to be "worthless." Earlier, FDA Deputy Commissioner John Harvey explained that a public warning is necessary because court action against the Hoxsey treatment cannot be completed for some time.

It's understood Dr. Hoxsey had arranged to be interviewed on a New York station. However, according to FDA, after consultation with the government agency, the station canceled the appearance.

Five Indicted by Grand Jury In N. Y. Bait-Switch Crackdown

THE bait-switch advertising crackdown in New York City last week brought indictments of five by a Kings County grand jury. The men, associated with three sewing machine companies, were charged with conspiring to cheat the public by misleading advertising.

The defendants pleaded not guilty at arraignment and were released in $500 bail. No date for trial was set. Indicted were Michael Bruck, Louis Kushner, Jacob Epstein, Norman Epstein and John Schneider. Companies were the Amera Appliance Corp., Queens; Royal Sewing Machine Co., Brooklyn, and the Federal Testing Co., Brooklyn.

District Attorney Edward S. Silver (Kings County) reported charges were based on tv advertising that offered sewing machines for $29.50. Salesmen got into viewers' homes through offers of household gifts, but, it was charged, the prospective buyer was urged to buy a $170 machine instead of the one advertised.

Grey, Emerson to Part Ways

GREY ADV., New York, announced last week it had resigned the Emerson Radio & Phonograph Corp. account (tv sets, radios, phonographs and Quiet-Heat (air conditioner). A spokesman for Grey announced the five-year association was being terminated amicably and by mutual consent. Grey will continue to service the account until a new agency is appointed.

Bumble Bee's Spots:

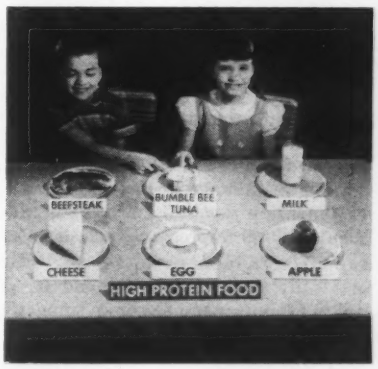
ILLUSIONS & FACTS

WHIMSY and a lesson in nutrition key some of the new tv spots for Bumble Bee Tuna. Here are two written and produced by Richard K. Manhoff Inc., New York, agency for Columbia River Packers Assn., and filmed by MPO Television Films Inc.

In the "Tommy and the Tuna" sequence, a boy realizes a dream of a huge stack of tuna sandwiches. "But,

Tommy" questions an off-camera voice, "are they Bumble Bee tuna sandwiches?" As one sandwich is plucked from the middle, the upper half of the pile appears suspended in midair. Tommy makes his inspection with the voice advising him just what to look for in Bumble Bee brand.

In another spot, the off-camera voice quizzes a boy and girl on "the highest



protein food." In correcting their first choices, which reflect popular misconceptions, the voice explains the food values of tuna.

'Advertising Miss' Crowned

GLORY ICKES, J. Mathes Inc., New York, was crowned "Advertising Miss 1957" during the seventh annual "Inside Advertising Week" banquet April 4 in New York. Other winners were Lori Merrins, John Mather Lupton Adv., New York, second place, and Elaine Lombardo, BBDO, third place. Miss Ickes gets a vacation in Florida as her prize. The event was sponsored by the Assn. of Advertising Men & Women.

THE NEW SALES HORIZONS FOR RADIO

NEW vistas have unfolded for radio advertising, Milton F. (Chick) Allison, eastern sales manager, CBS Radio Spot Sales, told the Advertisers Club of Cincinnati last Thursday. Revised market concepts, better radio programming and new ideas in research and selling afford these opportunities, he said. Here is a condensed text.

RADIO Spot Sales stations had the greatest year in their history, as did most radio stations. In fact, our *amount* of gain last year was equal to our entire billing ten years before. We'd like to think it resulted from the fact that we have a hard-hitting, aggressive sales organization. But I'm convinced that the increasing costs of television, together with the disappointing daytime tune-in plus the high level of the economy, had just as much to do with it.

And it is also due in part to the highly personal type of service which radio continued to excel. Nobody can touch us for good music and news, public service, information about what your government is doing in Washington, what is happening on the local scene. Of course, nobody can touch us for *bad* music, either, but the beauty about that is you can always tune to something else.

I am convinced radio's spread to the bathroom, the kitchen, the patio, the garage, the dairy barn, the study, the playroom, are all a direct result of its highly personal service. This is reflected in sales of sets, which in 1956 reached an all-time level of eight and a third million receivers, according to RETMA, compared to just under seven million the year before.

The fact that most of these were small, in many cases portable sets, only serves to re-emphasize my point that people want a radio set near them at any time of the day or night.

While all this was going on, the field of home radio, automotive receiver numbers and automotive listening continued to mount. No matter what research service you use, it is apparent that automotive listening adds between 20% and 25% to the total listening audience —a valuable adjunct to the already wide—as well as deep—audience dimension that still delivers for radio the lowest cost and most efficient selling impressions in all advertising.

I have refrained from quoting frequently published research figures—my preoccupation should be with the broad general philosophy of our medium—and some of the challenges the future presents.

With that in mind, I'd like to touch on three aspects of the future that offer promise and a fascinating challenge:

(1.) New horizons in markets

(2.) New horizons in radio programming

(3.) New horizons in radio research, selling and buying

In any discussion of the development of markets, it is obvious that far and away the greatest emphasis must be given to the tremendous —almost volcanic—eruption of suburbanization. The greatest challenge to our distribution system of the future lies in its ability to deal with a migratory phenomenon that pales anything compared to it in our history. These are manifestations of the signal change in the living places and living habits of our people, and the changes these in turn mean in *buying* habits.

The New York Times a short time ago completed a series of articles which among other things pointed out that the eastern seaboard, from a short distance north of Boston to a short distance south of Washington, D. C., has become one vast and continuous suburban area. In such a scene, if such sweeping and rapid changes present a tremendous distribution problem, they present to even a greater degree, staggering advertising problems. And almost the only economical communications answer is umbrella radio.

A number of years ago, when I was on active duty with the Navy, and doing some special work with the Industrial Incentive Division, we very quickly decided to place heavy emphasis on radio. Not only because 96% of all homes have a radio in working condition, but our surveys revealed that when families moved into defense plant areas for employment, they quite easily established their favorite radio programs and stations within a mater of hours. But it was often weeks or months before they established regular reading habits with unfamiliar newspapers. If that was true then, it must be to a greater degree true now—and since the local newspapers offer the only other means of regular communication to these newly created homes of our nation, they must be considered the only other important advertising way to reach these people.

I do not wish to make this a competitive pitch against newspaper advertising as such, but rather to call attention to some already published data. Even in already established communities, only two out of three United States families receive a metropolitan newspaper. As the RAB pointed out, "Incomplete newspaper penetration is most critical where the supermarkets are putting their biggest new investments—the suburbs. Even the circulation of the outstanding dailies in the top cities drop off 20% in this important marketing area."

Arthur Porter of J. Walter Thompson remarked before the Canadian broadcasters [B•T, April 1] that "national coverage through local newspapers can become a very costly procedure," especially when you keep in mind that only three out of ten of any newspapers' women readers will read even half through an ad, the full page these days will deliver slightly under 10% of the homemakers.

Another new horizon in markets is the confidence shown in our economic future by the announced plans of business for continued expansion and diversification. All of which will result in new products for exploitation.

Almost daily there is news of the entry of big companies into diversified fields—Hamilton Watch into electronics . . . Procter & Gamble into new food lines . . . distillers into anti-biotics . . . chemical companies into fabrics and many more.

Another example of diversification and expansion is National Distillers. Even as I speak to you today, the top management of the company is presenting a proposal to change its corporate name to National Distillers and Chemical Corporation, more accurately to reflect the true business of the company. Because in its industrial division it has ventured into the manufacture of titanium metal, into fertilizers, and into polyethylene plastics. And at DuPont, some 2,200 scientists in 71 labs labor ceaselessly to add to the 1,200 products or product lines already produced by the company.

And in the study of changing markets, surely one cannot overlook the St. Lawrence Seaway. From the Gaspe Peninsula on the east to Duluth, Minnesota, on the west, great hope is held that this will be the next great industrial growth region of the northern hemisphere. It is significant that normally conservative brokerage houses, at least those I know in New York, are very glowing in their enthusiasm for investment growth in this great St. Lawrence area.

At another end of the country, you are familiar, with the rise of Southern California and Florida. Companies with headquarters in the middle west and Atlantic states have reported tremendous recruiting success for engineers and other technicians needed to man new branch plants in both those areas. Allied Van Lines reported at the end of 1956 that nearly 25% of all household effects moved during the year were either to Florida or California.

This leads not only to a re-appraisal of your marketing plans, but also points up once more the great opportunity that lies ahead in those areas for radio.

These new and growing markets will bring us to new horizons of programming. More and more, it seems to me, radio will become

a highly personal service to the listener. As people move to new homes in the suburbs, the news, time signals for the commuter, weather and road conditions assume greater importance in the listener's day-to-day living problems. But it's broader than that. The listener is also interested in the school problems of his new community as related to the whole suburban area—in the highway projects which may affect the value of his new home—in legislation pending in the county, and state, and nation. Here again, far-sighted planners in programming take care of his needs.

Our stations all over the country are constantly upgrading their quality and diversity of service, the reaction of advertisers has been they are willing to pay for the type of audience that listens to something other than the top 25 tunes and news read from a service ticker.

We have had the benefit all along of a hard core of continuing interest in radio that not only has survived television, but has thrived all the way. I refer, of course, to the daytime dramatic serials. Every survey that has ever been taken reveals that more people listen to daily stories than to any other kind of radio.

Long ago it became an integral part of the operation of CBS stations, on a local level, to develop strong selling personalities . . . who are so much above the level of a so-called disc-jockey. As a result, we have achieved a quality of commercial programming which not only the listener, but the advertiser, is acutely aware of.

One thing in particular to which we have paid close attention is over-commercialization. More and more advertisers are saying as one multi-million spot advertiser said recently: "I'd be willing to spend 10% to 20% more to have my commercial given special attention, so that it becomes really something to listen to in the program itself. I think it is throwing money away for me to try to compete for attention with several other products, all broadcast one right after the other."

Any number of advertisers that I've talked to personally feel the same way, and it has gone so far that one of New York's biggest agencies recently conducted an intensive campaign to reduce over-commercialization. We agree.

Our business has come of age to the point that we know the numbers of people we reach are impressive and represent efficient advertising buys. Just so I won't overlook the importance of numbers, however, even though saturation radio isn't for everyone: Art Porter pointed out that 100 spots a week, strategically placed in peak listening hours can succeed in reaching half of the radio homes in a station's area, an average of three to five times a week.

Sherrill Taylor's RAB promotion piece indicated that 200 announcements per week on three stations would reach three-fourths of all homes an average of nearly 20 times in 4 weeks.

But there's something to be said, too, about appeal to a specialized audience, and that's again where radio's versatility gives it such a tremendous advantage. A move to the suburbs for the average family means a move to the out-of-doors, too. Nielsen estimated last summer that two out of three families ate meals out-of-doors during the month of August. The numbers didn't vary much by geographical location or times per month, so that would make week-end radio, which you can *steal*, a very efficient buy on a station which slants its programming to the patio bird watcher. The automotive audience is a captive audience of the very first order.

Which brings us to the new horizon in research, selling, and buying. Long ago we established in radio that if you bought on numbers alone, you would never buy anything else. There is no known medium that will deliver as many listeners or selling impressions per dollar as radio.

But there are many considerations besides cost. I would like to feel that within the few months and years the emphasis could be placed on qualitative rather than quantitative research—motivation research, psychological reasons why people buy and especially audience composition. I'd like to feel that this might also extend into the field of media buying at the agency and advertiser level.

I would like to hope that we could have the benefit of studies of the emotional reasons why *you*, as *advertising* executives, spend your money the way you do. I feel that old lace curtain radio would still come out smelling like a rose.

Many people feel that television stole the glamour from radio. Let's look at it this way. Television's glamour is the glamour of *show* business. Ours is the glamour of *selling* business, and if the current state of business is any index, we have a great deal of that kind of glamour to offer. More than ever, the use of radio involves the techniques of reaching the most responsive audience for your product at the optimum time.

As a case in point take the working women's audience. Thirty percent of all women over 14 in this country are gainfully employed.

That makes them patsy for nighttime radio, and week-end radio, when they're at home—washing undies, cleaning house, doing the thousand and one jobs which they can do while listening to radio.

Another thing I believe to be significant, and a trend in radio, is the return to the buying of franchises—not in terms of high-rated programs with big names, but in terms of times and audience. If you sit up late enough, you are familiar with *Music Til Dawn*, the all-night, fine music program sponsored by American Airlines on nine stations. Amercan is now in its fifth year of this high franchise program, and the sales, as well as public relations, implications can hardly be over-estimated.

American is sold on other types of radio, too. I have just completed negotiations with Vice President Bill Smith at Lennen & Newell for three-year firm non-cancellable contracts on KNX Los Angeles; and WBBM Chicago; for thirty-five announcements per week in selected listening periods. And just two weeks ago, I had lunch with a senior vice president of one of the Lever agencies at which we discussed negotiations for five-year firm contracts for all Lever products, to be placed on the basis of 100 to 400 announcements per week, four to five times per year, on all Lever products. There are obvious problems, but this shows how blue chip advertisers are thinking in terms of franchises on big time radio.

The Next 10 Days
Of Network Color Shows

CBS-TV

April 23, 30 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv.

April 24, May 1 (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors.

April 26 (3:30-4 p.m.) *Bob Crosby Show*, participating sponsors.

NBC-TV

April 22-26, 29-May 1 (1:30-2:30 p.m.) *Club 60*, participating sponsors and agencies.

April 22 (8-8:30 p.m.) *Adventures of Sir Lancelot*, Whitehall Pharmacal through Ted Bates and Lever Bros. through SSC&B.

April 22, 29 (9:30-10:30 p.m.) *Robert Montgomery Presents*, S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

April 23-26, 29-May 1 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

April 23, 30 (8-8:30 p.m.) *Arthur Murray Party*, Speidel through Norman, Craig & Kummel and Purex through Weiss & Geller.

April 24, 26, May 1 (7:30-7:45 p.m.) *Xavier Cugat Show*, sustaining.

April 24, May 1 (8-8:30 p.m.) *Masquerade Party*, participating sponsors.

April 24, May 1 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

April 25 (9-10 p.m.) *Chevy Show*, Chevrolet Motors through D. P. Brother & Co.

April 26 (8:30-9 p.m.) Gulf through Young & Rubicam.

April 27 (8-9 p.m.) *Perry Como Show*, participating sponsors.

April 28 (9-10 p.m.) *Alcoa Hour*, Aluminum Co. of America through Fuller, Smith & Ross.

April 29 (8-9:30 p.m.) *Producer's Showcase*, RCA-Whirlpool through Kenyon & Eckhardt.

Civic Leaders Approve Tv Ads, Says NAB Poll

TELEVISION commercials have been given a vote of confidence by civic-cultural-educational leaders of the nation who participated in a national survey just completed by the National Audience Board, organization devoted to the betterment of broadcast programming and advertising.

A total of 1,994 qualified ballots, received from organization leaders in 26 states who monitored 146 stations and reported on 327 different commercials, gave them a national average score of 79.73%, according to Mrs. Richard Kaplan, U. of California faculty member who had charge of compiling, analyzing and interpreting the results.

Despite differences in the psychological-sociological attitudes in which various individual respondents considered the tv commercials—ranging from the 17.8% who found nothing at all wrong with any commercials they saw to the 1.5% who expressed strong objections to advertising on tv, particularly advertising of beer or cigarettes—the majority of the group voted in favor of each of ten aspects of tv commercials dealt with in the questionnaires.

Somewhat surprisingly, the highest percentage of favorable votes was in the matter of taste, 81.8% of all who replied answering affirmatively to the question: "Is the commercial in good taste?" For the rest, 76.9% found tv commercials to be "soft selling"; 74.6% thought they have "eye-appeal"; 73% said they are "believable"; 69.8% felt they are "effective"; 69.4% believed they would remember the product advertised and 56% said the tv ads had "imagination." To the three negative questions, only 22.9% found commercials "louder than the program"; 30.7% felt they are "too long" and 34.3% considered them "exaggerated or meaningless."

NAB itself admits that ambiguities in phrasing some questions may have affected the answers, particularly in the one question: "Is the commercial louder than the program?" with its suggested scoring from 0 to 10. The tabulators, students of statistics working under Mrs. Kaplan's supervision, felt the question led some respondents to take 10 as indicating the degree of loudness rather than maximum satisfaction. Differences between numerical score and comments, which caused the tabulators to dis-

LATEST RATINGS

TRENDEX

April 1-7, 1957

1.	*The Bob Hope Show*	NBC	36.4
2.	*I Love Lucy*	CBS	36.3
3.	*Person To Person*	CBS	35.2
4.	*The Perry Como Show*	NBC	33.4
5.	*The $64,000 Question*	CBS	32.4
6.	*The Jack Benny Show*	CBS	30.6
7.	*You Bet Your Life*	NBC	30.3
8.	*The $64,000 Challenge*	CBS	29.3
9.	*The Lineup*	CBS	28.8
10.	*The Red Skelton Show*	CBS	28.8

Copyright, Trendex

ARB

March 1-7, 1957

	Program	Rating
1.	*I Love Lucy*	49.6
2.	*$64,000 Question*	41.0
3.	*You Bet Your Life*	38.7
4.	*I've Got A Secret*	38.0
5.	*Alfred Hitchcock*	37.3
6.	*Ed Sullivan*	37.2
	G. E. Theatre	37.2
8.	*Disneyland*	36.7
9.	*Red Skelton*	36.5
10.	*Perry Como*	36.4

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen (NBC-130): U. S. Time (Peck), Jergens (Orr), Brown & Williamson (Bates), Polaroid (Doyle Dane Bernbach), Vitamin Corp. of America (BBDO), Sun. 8-9 p.m.

Jack Benny Show (CBS-179): American Tobacco Co. (BBDO), Sun., 7:30-8 p.m.

Perry Como (NBC-137): Gold Seal (Campbell-Mithun), Kimberly-Clark (Foote, Cone & Belding), Sunbeam (Perrin-Paus), RCA (K&E), S&H Green Stamps (Sullivan, Stauffer, Colwell & Bayles), Kleenex (Foote, Cone & Belding), Sat. 8-9 p.m.

December Bride (CBS-186): General Foods (Benton and Bowles), Mon. 9:30-10 p.m.

	Program	Viewers
1.	*I Love Lucy*	48,410,000
2.	*Perry Como*	39,190,000
3.	*Ed Sullivan*	38,280,000
4.	*Disneyland*	35,400,000
5.	*People Are Funny*	35,280,000
6.	*G. E. Theatre*	34,910,000
7.	*Jackie Gleason*	34,900,000
8.	*You Bet Your Life*	34,690,000
9.	*I've Got A Secret*	33,960,000
10.	*$64,000 Question*	33,920,000

Copyright, American Research Bureau

NIELSEN TV

Second Report for March, 1957
Two Weeks Ending Mar. 23

Total Audience (Homes-000) (†)

Rank		Rating
1.	*Ed Sullivan Show*	19,178
2.	*Perry Como Show*	16,820
3.	*$64,000 Question*	16,152
4.	*Disneyland*	15,720
5.	*Chevy Show—Bob Hope*	15,563
6.	*Steve Allen Show*	15,563
7.	*I Love Lucy*	15,366
8.	*Saturday Color Carnival*	14,855
9.	*Shower of Stars*	14,580
10.	*December Bride*	14,384

Average Audience (‡) Homes

Rank		Rating
1.	*Ed Sullivan Show*	15,170
2.	*$64,000 Question*	14,777
3.	*I Love Lucy*	14,502
4.	*December Bride*	13,755
5.	*Ford Show*	13,362
6.	*Perry Como Show*	13,244
7.	*Chevy Show-Bob Hope*	13,087
8.	*Private Secretary*	12,890
9.	*G. E. Theatre*	12,812
10.	*I've Got A Secret*	12,655

Total Audience (%)*

Rank		Rating
1.	*Ed Sullivan Show*	50.3
2.	*Perry Como Show*	44.9
3.	*$64,000 Question*	42.0
4.	*Disneyland*	41.2
5.	*Chevy Show-Bob Hope*	41.2
6.	*Steve Allen Show*	41.0
7.	*I Love Lucy*	40.1
8.	*Saturday Color Carnival*	39.3
9.	*Shower of Stars*	38.5
10.	*December Bride*	37.6

Average Audience (%)*

Rank		Rating
1.	*Ed Sullivan Show*	39.8
2.	*$64,000 Question*	38.4
3.	*I Love Lucy*	37.8
4.	*December Bride*	36.0
5.	*Perry Como Show*	35.3
6.	*Ford Show*	34.8
7.	*Chevy Show-Bob Hope*	34.7
8.	*G. E. Theatre*	33.9
9.	*Private Secretary*	33.8
10.	*I've Got A Secret*	33.3

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on TV homes within reach of station facilities used by each program.

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Disneyland (ABC-170): American Motors (Geyer-Brooke, Smith, French & Dorrance), American Dairy (Campbell-Mithun), Derby Foods (M-E) Wed. 7:30-8:30 p.m.

Ford Show (NBC-172): Ford Motor Corp. (J. Walter Thompson Co.), Thurs. 9:30-10 p.m.

G. E. Theatre (CBS-152): General Electric (BBDO), Sun. 9-9:30 p.m.

Jackie Gleason (CBS-174): P. Lorillard (Lennen & Newell), Bulova (M-E), Sat. 8-9 p.m.

Alfred Hitchcock (CBS-137): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

Bob Hope Show (NBC-144): Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.

I Love Lucy (CBS-162): General Foods (Y&R), Procter & Gamble (Grey), Mon. 9-9:30 p.m.

I've Got A Secret (CBS-190): R. J. Reynolds Tobacco Co. for Winston Cigarettes (Esty), Wed. 9:30-10 p.m.

Lineup (CBS-153): Brown & Williamson (Bates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

People Are Funny (NBC-186): Anahist (Bates), Wed. 8:05-8:30 p.m.

Person To Person (CBS-64) Amoco (Katz), Hamm Brewing (Campbell-Mithun), Time Inc., (Y&R), Fri. 10:30-11 p.m.

Private Secretary (CBS-89): Lever Bros. (Ogilvy, Benson, & Mather), W. A. Schaefer (Russel M. Seeds), Tues. 8:30-9 p.m.

Saturday Color Carnival (NBC-126): RCA-Whirlpool (K&E), Oldsmobile (D. P. Brother), Sat. 9-10:30 p.m.

Shower of Stars (CBS-173): Chrysler Corp. (M-E), Thurs. 8:30-9:30 p.m.

$64,000 Challenge (CBS-117): P. Lorillard (Y&R), Revlon (BBDO), Sun. 10-10:30 p.m.

$64,000 Question (CBS-178): Revlon (BBDO), Tues. 10-10:30 p.m.

Red Skelton Show (CBS-107): Pet Milk (Gardner), S. C. Johnson & Son (Foote, Cone and Belding), Tues. 9:30-10 p.m.

Ed Sullivan (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

You Bet Your Life (NBC-155): Toni (North), DeSoto (BBDO), Thurs. 8-8:30 p.m.

35 Years Ago We Took Our First Step

toward proving that

Nothing — but nothing outsells good old radio!

WIP/610

PHILADELPHIA

Nationally represented by EDWARD PETRY & CO., INC.

FTC ACCEPTS OFFER

IN reporting on the results of its survey of what civic leaders think of tv commercials, the National Audience Board revealed that the Federal Trade Commission's Bureau of Investigation has "officially accepted" NAB's offer to refer commercials to that agency in connection with its study of false and misleading advertising.

card some 200 ballots, were especially noticeable for this question.

Commenting on the chief objections voiced to tv commercials by those who answered the questionnaires, Mrs. Kaplan reported: "Mentioned again and again . . . was the . . . fact that commercials often break in on an exciting drama or even a religious program. A great many viewers said they had been set against certain products because of this and suggested commercials be confined to the beginning and end of a program.

"Another common complaint was that commercials show very little imagination. This question received the lowest rating of all.

"The tabulators [noted] comments revealed that the public is not so gullible as some advertisers seem to think. Comments showed the public resents being talked down to, exaggerations, claims such as 'nine out of 10 Hollywood stars use X product.' "

On the other hand, Mrs. Kaplan said: "Many viewers reiterated that there are many worthwhile shows made possible only because of commercials and that watching the advertising is not too much in exchange for the wonderful entertainment they get."

'Cummings,' 'Armstrong Theatre' Switched on CBS-TV, NBC-TV

R. J. REYNOLDS Tobacco Co., sponsor of the *Bob Cummings Show* Thursday, 8-8:30 p.m. EST on CBS-TV, will move the program to NBC-TV Wednesday, 9:30-10 p.m., effective next season.

On the other hand, *Armstrong Circle Theatre,* sponsored by Armstrong Cork Co., will move from NBC-TV Tuesday, 9:30-10 p.m., to CBS-TV, alternating with *U. S. Steel Hour,* Wednesday, 10-11 p.m. BBDO, New York, is the agency for both Armstrong and U. S. Steel.

William Esty Co., New York, represents R. J. Reynolds, which is expecting to keep the CBS-TV time and put another show in when the Cummings program moves to NBC-TV.

Meanwhile, Kaiser Aluminum & Chemical Corp., current tenant of the Tuesday, 9:30-10:30 p.m. time on NBC-TV, and which was asked by NBC to move back to 10 p.m., is still negotiating with CBS-TV and ABC-TV for another time period. Young & Rubicam, New York, is the agency.

Hanley Promoted at MJ&A

DOROTHY HANLEY, timebuyer at MacManus, John & Adams, New York, has been promoted to administrative assistant to Henry Fownes, vice president in charge of the New York office. In addition to her duties as administrative assistant, Miss Hanley also takes over all personnel management duties in New York.

Schuebel Heads N. Y. Office Of Guild, Bascom & Bonfigli

REGGIE SCHUEBEL, vice president, Norman, Craig & Kummel, New York, has resigned [CLOSED CIRCUIT, April 8] to join Guild Bascom & Bonfigli, San Francisco, as director of network relations and head of the agency's New York office.

MISS SCHUEBEL

Miss Schuebel had been associated with NC&K for the past year and before that was president of Reggie Schuebel Inc., New York. Previously she was vice president in charge of radio-tv for Duane Jones Advertising Agency and before that held a similar post with Biow Co.

Miss Schuebel is a veteran in the radio-tv industry. She conceived the original Bulova time signal campaign and placed the account on a record number of markets. She also produced *One Man's Family* for Sweetheart Soap and *Take it or Leave It* for Eversharp, among others. On the latter show she conceived "The $64 Question" which later was to inspire the creation of *$64,000 Question* in television. Miss Schuebel also was influential in developing the full screen identification for tv.

Among the accounts she worked with at NC&K are Hudson Pulp, Ronson Products, Chanel, Warner-Lambert and Speidel.

Mrs. Florence Clisbee Dies

MRS. FLORENCE CLISBEE, 58, a commercial radio and tv copywriter, Young & Rubicam, New York, was found dead in her apartment in New York City last Monday. After an autopsy at Bellevue Hospital, her death was attributed to natural causes. She was the widow of George Clisbee, a commercial artist and illustrator, who died in 1936. Mrs. Clisbee, who started her advertising career with Macy's department store and later became manager of the Saks-Fifth Ave. store in New York, joined the agency in 1946. She is survived by a sister, Mrs. Helen Ackley of Los Angeles.

Wash. Creates Promotion Fund

A LAW establishing a department of commerce and development for the state of Washington, and appropriating $1.2 million for tourist and other promotion, was enacted by the State Legislature which recently concluded its biennial session. The measure was introduced at the request of Governor Albert D. Rosellini, who promptly signed it into law.

Baseball Radio Pays, RAB Study Indicates

A STUDY made for the Radio Advertising Bureau has found that virtually every baseball game broadcast by radio stations throughout the 1956 season was a sponsored program and that the baseball broadcast is one of the most effective radio programs an advertiser can buy today, RAB announced Thursday.

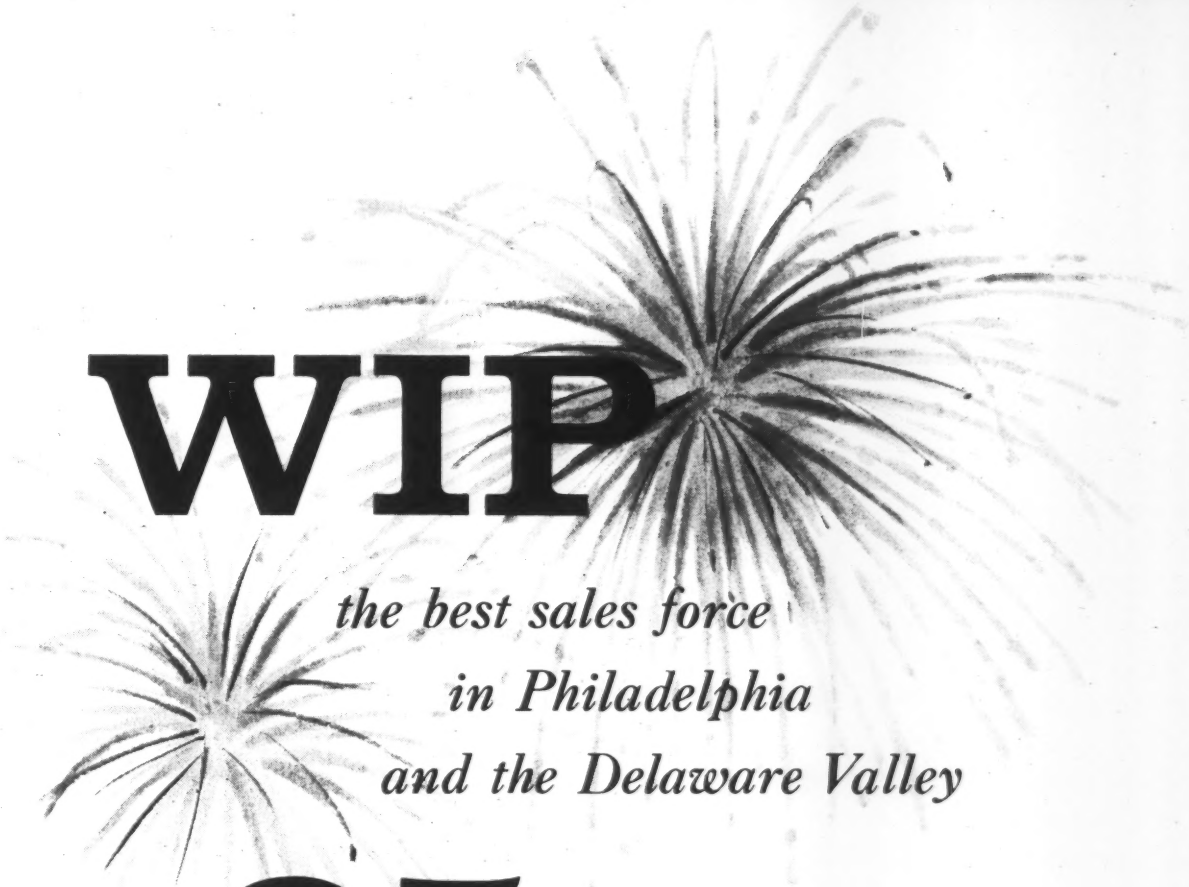
A summary of the findings is being distributed to stations, networks and other segments of the RAB membership, Sherril Taylor, RAB vice president and director of promotion, said.

Among reasons accounting for the popularity of baseball broadcasts with sponsors, the research revealed, are these: (1) the product advertised shares attention with a highly-popular American pastime; (2) such programs attract the close attention of a desired audience—the breadwinner; (3) baseball broadcasts repeatedly command a loyal, and remembering, audience; (4) they reach the tremendous out-of-home audience which the summer season develops; (5) baseball sponsorship covers the important spring-summer selling season—when more than half of all retail dollars are spent; (6) because of the length of a baseball broadcast, the sponsor's message can be delivered frequently and fully; (7) such programs can be suited to geographical needs; (8) the baseball broadcast can be tailored to fit advertisers' individual budgets.

In announcing the distribution of the report, Mr. Taylor said: "The nationwide competition of major and minor league clubs, semi-pro teams and kids' leagues makes this type of responsive programming readily available to virtually every advertiser in the nation. There is hardly a broadcaster who cannot make this audience-winning type of program available to the sponsors in his trading area at a price commensurate with the local, regional or national advertising budget. Baseball broadcasts tie in logically with a wide variety of advertised products."

STATION SIZE-UP

WEXTON Co., New York advertising agency, has devised a system of "station ɟ ofile sheets," on various programming, marketing and coverage data about radio and tv stations as a means of facilitating the planning of advertising and promotion campaign for the agency's clients. The accumulation of station information into a single entity, according to Larry Schwartz, Wexton president, has been "very helpful" in planning campaigns. The sheets cover general information about a station, including key personnel, rating services and competitive outlets; local programming data; marketing and coverage information; merchandising services available, and a report on the station's local promotional and advertising practices.



WIP

the best sales force
in Philadelphia
and the Delaware Valley

is 35 years young.

We hope that when our own firm is 35 we can still be as alert and aggressive, as lively and progressive as this great Radio station. As they say, and as they prove, "nothing but nothing outsells good old Radio!"

Radio Division

Edward Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,529,000 people in the U. S. over 12 years of age during the week, April 7-13. This is how they spent their time:*

64.9%	(79,521,000) spent	1,632.1 million hours	WATCHING TELEVISION
52.7%	(64,573,000) spent	964.3 million hours	LISTENING TO RADIO
82.8%	(101,454,000) spent	426.1 million hours	READING NEWSPAPERS
29.7%	(36,391,000) spent	157.1 million hours	READING MAGAZINES
20.3%	(24,873,000) spent	232.1 million hours	WATCHING MOVIES ON TV
25.6%	(31,352,000) spent	130.1 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

*** All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.**

NETWORK BUYS

Chrysler Corp.'s Plymouth Div., Detroit, will sponsor *Date With An Angel* domestic comedy series over ABC-TV (Fri. 10-10:30 p.m. EDT), starting May 10, replacing *Ray Anthony Show*. Agency: Grant Adv., Chicago.

Procter & Gamble, Cincinnati (Lilt), has set *The Whiting Girls* as summer replacement for *I Love Lucy* on CBS-TV, Mon., 9-9:30 p. m. EDT. Agency: Grey Adv., N. Y.

National Biscuit Co. renews *Adventures of Rin Tin Tin* (ABC-TV, Fri. 7:30-8 p.m. EDT) for two more years, extending sponsorship that began in October 1954. Agency: Kenyon & Eckhardt, N. Y.

American Safety Razor Corp. renews for second year its one-quarter sponsorship of baseball *Game of The Week* on CBS-TV on 160 stations for 26 consecutive Saturday afternoons. Agency: McCann-Erickson, N. Y.

Highland Church of Christ, Abilene, Tex., renews *Herald of Truth* on ABC Radio, Sun., 1:30-2 p.m. CST, for 39 weeks effective May 5. Agency: Martin Co., Chicago.

Paine, Weber, Jackson & Curtis, N. Y. investment firm, has signed to sponsor *The Business and Financial News* (Mon.-Fri. 5:55-6 p.m. EST), on ABC Radio on Mon., Wed., and Fri. Agency is Doremus & Co.

AGENCY APPOINTMENTS

Genesee Brewing Co., Rochester, N. Y., appoints Marschalk & Pratt, N. Y.

Pacific Soap Co., San Diego (Cutrus toilet soap, Cutrus granulated soap, Vogue detergent and variety of laundry soaps), has appointed Raymond R. Morgan Co., Hollywood.

A&A SHORTS

Powell-Gayek Adv. Inc., Detroit, announces change of name to Powell Inc. Adv.

A&A PEOPLE

John B. Lanigan, NBC sales manager of daytime-sports-special events, joins Compton Adv. as vice president-account supervisor on May 1.

MR. LANIGAN

Joseph G. Mohl, account executive, Ross Roy Inc., Hollywood, named vice president in charge of that office.

Norman Lewis, assistant secretary, Geare-Marston Inc., Phila. division of Ruthrauff & Ryan, elected treasurer.

Donald J. Sauers, formerly creative executive of Geyer Adv., N. Y., to Vic Maitland & Assoc., Pittsburgh, as vice president-creative director, effective May 1.

Bob Powell elected president-treasurer of Powell Inc. Adv. (formerly Powell-Gayek Adv. Inc.), Detroit, and **Peter L. LaDuke** and **Gladys Pfeiffer** elected secretary and assistant secretary-treasurer, respectively.

Maurice G. Vaughn, vice president in charge of Ross Roy Inc.'s activities on West Coast, appointed vice president of agency's headquarters staff in Detroit.

Alexander N. McFarlane, vice president and general sales manager of Corn Products Refining Co., elected president of Corn Products Sales Co. succeeding **William H. Gamble,** to senior vice president of Corn Products Refining.

William D. Nietfeld, formerly news director for KCBS and KFRC, both San Francisco, to Jack Canady & Assoc., San Diego, as vice president.

Claude Miller, advertising-sales manager, Advance Muffler Service, to Jimmy Fritz & Assoc., Hollywood, as vice president-account executive.

George Depue, vice president and account executive, Bryan Houston, N. Y., to Grey Adv., same city, as account executive.

Mrs. Laura Wood Miller, promotion-publicity director, Best & Co., N. Y., to Kennedy, Walker & Wooten Inc., Beverly Hills, as account executive.

Pat Clark, account executive, Sutherland-Abbott, Boston, to Noble-Dury & Assoc., Nashville, as account executive.

Larry C. Varvaro, assistant account executive, Kenyon & Eckhardt, N. Y., named account executive.

Ted Weeks, account executive for Gardner Adv. Co., St. Louis. Mo., given additional duties as director of merchandising and chairman of merchandising advisory board. **Robert A. Failey,** formerly plans-merchandise executive at N. W. Ayer & Son, Phila., **Wayne Stewart,** director of Gardner's service department, and **James L. Grubb** named account executives at Gardner. **Frank C. Clayton,** associate media group supervisor at Leo Burnett Co., Chicago, named Gardner media group supervisor. Mr. Stewart is succeeded by **Donald J. McKenna** and **Harvey A. Burns** appointed assistant service director.

John Mills, account executive, Milloy Adv., Washington, D. C., opens Mills Adv. Agency at 519 Petroleum Bldg., Tulsa, Okla.

Philip L. Worcester, formerly program-production manager, WNBK (TV) Cleveland, Ohio (now KYW-TV), to Fuller & Smith & Ross Inc., same city, as head of radio-tv-film department and **Tom Slater,** vice president, director of radio-tv-film department, to agency's new Pittsburgh office as vice president-tv account executive, effective May 15. **John James,** agency's associate director of films, named film director.

Fred F. Flanagan, vice president, Kenyon & Eckhardt, N. Y., promoted from copy supervisor to associate copy director.

Paula Carr Reece, station manager, WCEF Parkersburg, W. Va., to D'Arcy Adv., Houston office, as radio-tv director.

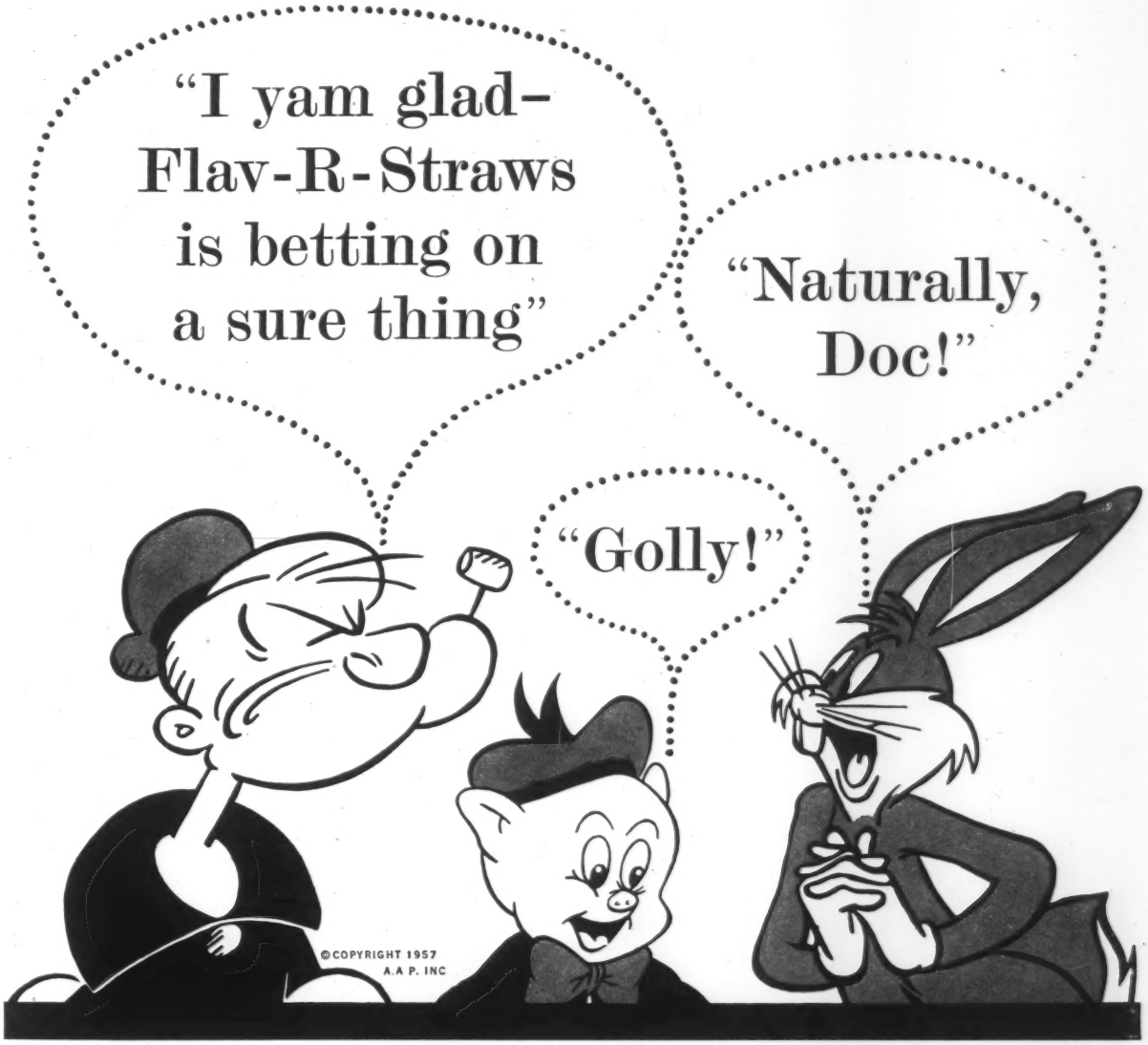
William A. Hammond, assistant media director, Grant Adv., Detroit, named media director for Detroit office.

Frank E. Heaston, media group supervisor, Gardner Adv., St. Louis, named media director, succeeding **Frank Chipperfield.**

Edwin L. Fletcher, assistant research director of Russel M. Seeds Co., named research director.

Harley B. Hobbs, formerly vice president of Russel M. Seeds Co., appointed advertising director of Enterprise Paint Mfg. Co., Chicago.

John H. Caron, advertising manager of Chrysler Div., Chrysler Corp., announces



"Wherever they run, if they're Popeye or Warner Bros. cartoons distributed by A.A.P., that's all we have to know." That's the sentiment expressed by Flav-R-Straws and its agency, Ruthrauff & Ryan, when they placed a firm order for 3 participations a week, for 52 weeks, in the A.A.P. cartoon series in 25 markets in which they are still available.

This unprecedented display of confidence is based on Flav-R-Straws' success in the forty-odd markets now on the air in which they are already advertising their product. In these markets, Popeye and Warner Bros. cartoons have won great faith with their high ratings. When *you* want results that give you this kind of assurance, write or phone.

a.a.p. inc.

345 Madison Avenue
New York City *MUrray Hill 6-2323*

CHICAGO: *75 E. Wacker Dr., DEarborn 2-4040*
DALLAS: *1511 Bryan St., RIverside 7-8553*
LOS ANGELES: *9110 Sunset Blvd., CRestview 6-5886*

retirement after more than 20 years with division.

Jack L. Coffey resigns as director of radio-tv advertising for Quality Bakers of America.

Leo O. Ricketts, director of sales for McClatchy Broadcasting Co. (KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, KBEE-AM-FM Modesto, all Calif., and KOH Reno, Nev.), Sacramento, to Pureta Sausage Co., Sacramento, as sales manager.

C. W. Christenberry Jr., staff producer-director of tv and radio, N. W. Ayer & Son, to Guild, Bascom & Bonfigli Inc., N. Y. His first assignment will be that of executive producer for Galen Drake network tv show.

Larry Mulhearn and **Paul Baur,** associate copy supervisors, Kenyon & Eckhardt, N. Y., named copy supervisors.

Magnus Hendell, vice president and account executive, Modern Merchandising Bureau Inc., N. Y., to Bayuk Cigars Inc., Phila., as advertising director.

Irving Levine, formerly with Benton & Bowles and J. Walter Thompson Co., N. Y., named production manager of Getschal Co., same city.

David A. Horn, formerly with Renner Assoc. and Roberts & Mander Corp., and **Ralph Riggins,** formerly advertising director for G. H. Delp Co., to Arndt, Preston, Chapin, Lamb & Keen, Phila., as assistant account managers.

Albert Behar, formerly director of promotional art department of Crowell-Collier Pub. Co., N. Y., appointed art director for Roy S. Durstine Inc., same city.

James T. Kennedy, formerly with J. Walter Thompson Co., Chicago, and Ted Bates & Co., N. Y., to Gordon Best Co., Chicago, as copy director.

Edward J. Bravo, art director, Al Paul Lefton Co., N. Y., to MacManus, John & Adams, same city, as art director. **John C. Nolan,** Fletcher D. Richards Inc., and **John W. Nason,** Foote, Cone & Belding, to MacManus, John & Adams, copywriting staff.

Michael A. Chappell, copywriter, Young & Rubicam, to Erwin, Wasey & Co., L. A., as copywriter.

Paul Keller, Bryan Houston, and **Herman Raucher,** Calkins & Holden, to Reach, McClinton & Co., N. Y., as associate research director and copywriter, respectively.

Richard E. Goebel, operator of his own agency, to Arthur Meyerhoff & Co. as manager of Phoenix office, succeeding **Claude Brooks** who is taking leave of absence for special assignments in Chicago and L. A.

Ken Alstad, formerly group head of agricultural accounts at Klau-Van Pieterson Dunlap Inc., Milwaukee, to Leo Burnett Co., Chicago, as copywriter.

MR. SMITH

MR. SCHWARTZKOPFF

MR. HANCE

MR. LEISER

MR. GREEN

MR. HOSHAL

SDX Selects Eight For Radio-Tv Awards

EIGHT winners of Sigma Delta Chi awards for distinguished service in journalism were named in radio and television categories last week by Victor E. Bluedorn, director of awards for the national journalistic fraternity. They went to:

Howard K. Smith, CBS London, for radio newswriting. "His account of events in Britain during the withdrawal from the Suez Canal Zone . . . captured the excitement and the tragedy of a momentous period in history," said the SDX citation.

Edward (Johnny) Green, KPHO Phoenix, Ariz., for radio reporting. Mr. Green's "outstanding coverage of the Grand Canyon air disaster, June 30, 1956, which claimed 128 lives, is a dramatic example of on-the-spot radio reporting at great personal risk," according to the citation.

CBS New York, for public service in radio journalism. CBS' *The World at Large* series "of outstanding reporting and commentary constituted imaginative leadership and intelligent enterprise in radio journalism," SDX judges stated.

Jerry Schwartzkopff and **Ernest Leiser** of **CBS,** and **Julian B. Hoshal** and **Dick Hance** of **KSTP-TV Minneapolis,** duplicate awards for television reporting. Mr. Schwartzkopff's film of the battle in Budapest during the Hungarian uprising in October 1956, combined with Mr. Leiser's "taut, low-pitched narrative to produce a masterpiece worthy of their courage, skill and intelligent reporting," their citation said. KSTP-TV News Director Hoshal and Mr. Hance, film director, organizing coverage of a jet air crash into a row of homes, produced a "remarkably complete, dramatic and touching . . . account of the tragedy . . . and [this] resulted in far-reaching changes in airport development plans in the area.

KPIX San Francisco, for public service in tv journalism. KPIX's *Decision or Dilemma* series on metropolitan traffic problems was called a "far-seeing, practical endeavor" by the awards committee.

Winners in the 25th annual awards program of the news fraternity will receive bronze medallions and plaques in New York at a banquet and ceremony May 16. Sol Taishoff, editor-publisher of B•T and national president of Sigma Delta Chi, will make the presentations.

Judging was done by 59 journalists and distinguished persons. Nominations were made by individuals, newspapers, magazines, radio and tv stations and networks, journalism schools and civic organizations.

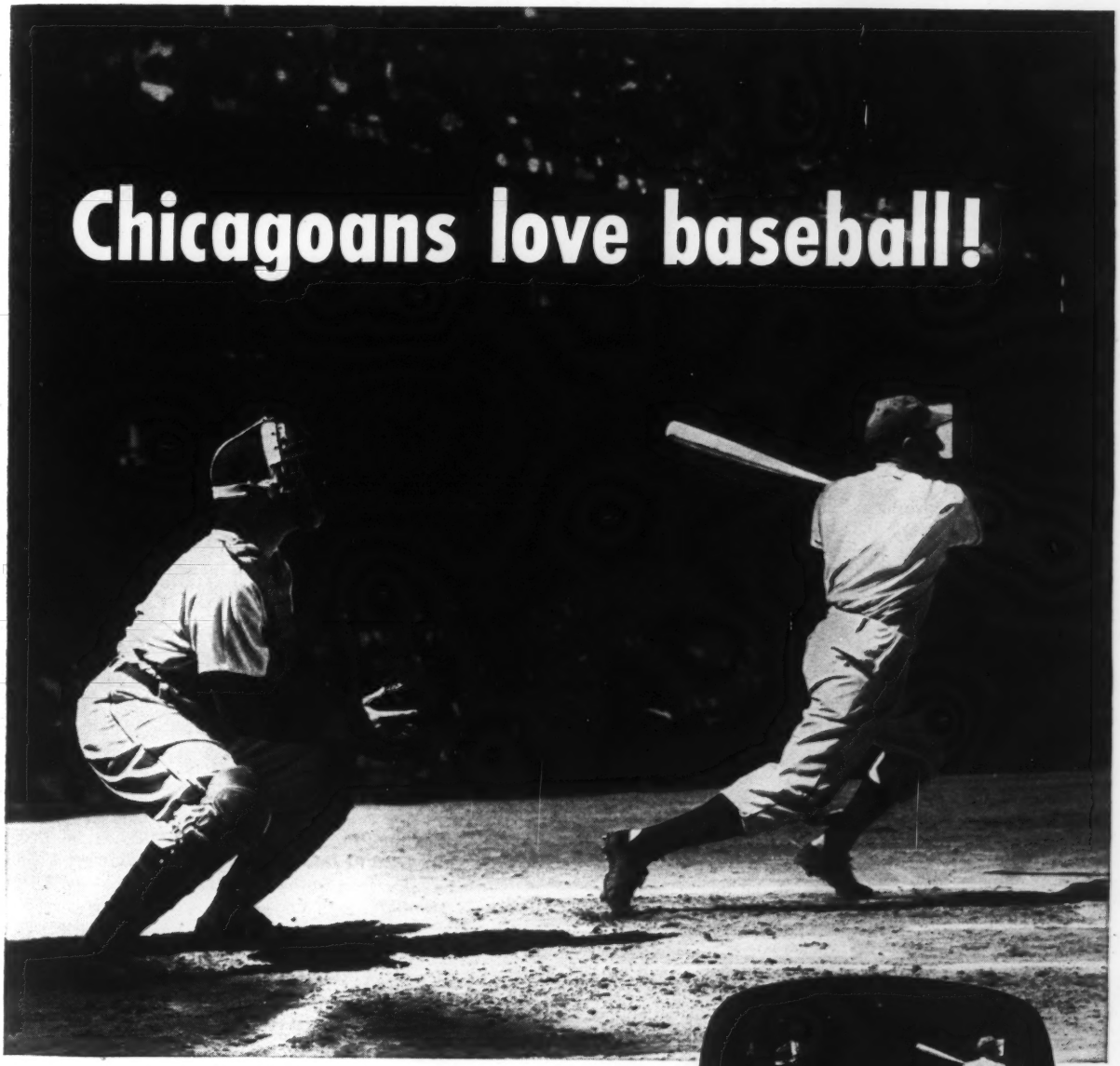
Two B•T Stories Win ABP Journalism Awards

TWO awards of merit for outstanding journalistic achievements in 1956 were awarded B•T last Wednesday by Associated Business Publications, professional organization of business papers which are members of the Audit Bureau of Circulations. The citations were made in connection with the third annual Jesse H. Neal editorial awards and were announced at a meeting of the National Conference of Business Paper Editors, ABP affiliate, held at the Shoreham Hotel, Washington.

A certificate of merit was presented for an article, "The Radio Networks—Are They Here to Stay?" The article, which appeared in the Nov. 26, 1956, issue of B•T, was written jointly by Edwin H. James, vice president-managing editor, and Rufus Crater and Bruce Robertson, senior editors.

The second B•T certificate of merit was awarded J. Frank Beatty, senior editor, for a market study of Texas which appeared in the July 26, 1956, issue. The Texas study was one of a series published by B•T. Dean Kenneth E. Olson, of Northwestern U.'s Medill School of Journalism, headed the panel of judges who picked the winners.

Chicagoans love baseball!



only WGN-TV brings it to them

1957 marks the 10th consecutive year of WGN-TV's exclusive baseball telecasts. Since 1947, WGN-TV has brought all daytime home games of both Chicago Cubs and White Sox to millions of their fans. And these home viewers are in a receptive mood for your sales pitch. This is the highest-rated sports feature in the nation's second largest market! Choice 10, 20 and 60-second baseball adjacencies are available for as little as 48¢ per 1,000 home impressions.

WGN-TV
Channel 9

See your WGN-TV representative, today!

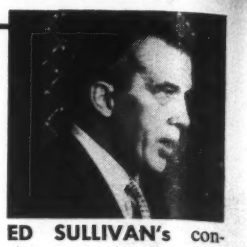
TOP-DRAWER ADVERTISERS BUY WGN-TV IN CHICAGO

THESE WON PEABODY AWARDS FOR 1956

CBS was the numerical heavyweight among winners of the 1956 17th annual George Foster Peabody awards when they were announced last Tuesday at a meeting of the Radio & Television Executives Society of New York. It came away with five trophies, while ABC won two and NBC took one and shared another with Mutual.

The awards were presented by Bennett Cerf, chairman of the Peabody board, and Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism. The awards are administered jointly by the school and the Peabody board.

WNYC New York won two awards: the one for radio education represented on this page and another, for radio youth and/or children's programs, for its *Little Orchestra Society Children's Concert.* Another went to United Nations Radio-Tv for its promotion of international understanding.



ED SULLIVAN's consistent and successful presentations ranging from "dog acts . . . to dancers" won for tv entertainment.

ABC's John Daly (l) took tv news honors for convention coverage. In radio, that network's Edward P. Morgan won top honors with his news show.

CBS-TV's *You Are There* was cited in the television education category "for helping to remind us that the men who made United States history did walk and talk, and think and feel, and for making the statues and portraits come briefly to life again." This is a scene from the series' "Fall of Ft. Sumter."

THE FIRST Peabody writing award went to Rod Serling for his "Requiem for a Heavyweight" on CBS-TV.

AWARD for promoting international understanding went to CBS-TV's *Secret Life of Danny Kaye*—"a saga of the joyous genius of an 'ambassador extraordinary.' "

CITATION for radio entertainment was won by the Bob & Ray comedy team (Bob Elliot [l] and Ray Goulding), who appear on Mutual and on NBC's *Monitor.*

WNYC New York's *Books in Profile* series, featuring Virgilia Peterson, won for radio education.

EDWARD R. MURROW and teammates Howard K. Smith, Winston Burdett, Ernest Leiser, Frank Donghi, Eric Sevareid, Larry LeSueur and David Schoenbrun won the Peabody television public service award for CBS-TV's "World in Crisis," which "ably demonstrated what television can accomplish journalistically when it gets on with its job."

CRITIC Jack Gould of the *New York Times* won a special Peabody for encouraging higher standards.

NBC-TV's *Youth Wants to Know* won for television youth and/or children's programs. The judges said it reveals "an intelligence and a development of today's young people which are indeed heartening."

COMBINED radio-tv public service with its *Regimented Raindrops* series won for WOW Omaha. Frank Fogarty, v.p.-gen.mgr., accepted.

more women listen to WPEN's 950 CLUB than any other program in philadelphia

WPEN

another reason why WPEN is first in local and national advertisers

Represented Nationally by GILL-PERNA INC. — *New York, Chicago, Los Angeles, San Francisco*

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WPEN

another reason why WPEN is first in local and national advertisers

Represented Nationally by GILL-PERNA INC. — *New York, Chicago, Los Angeles, San Francisco*

Eight Radio-Tv Award Winners Announced by Headliners Club

STATIONS, networks and individual newsmen were recognized for outstanding news and public service work last week by the National Headliners Club, Atlantic City, N. J., which announced Silver Medallion winners in all media.

Irving Levine of NBC took the Headliner award in "consistently outstanding radio network news broadcasting" for his Moscow reports. WBBM Chicago received honors for "consistently outstanding news reporting by a radio station."

KMOX St. Louis was selected as the station providing outstanding radio public service with its juvenile delinquency series, *Youth in the Shadows*. This was the first individual station award for public service made by the Headliners.

CBS News was cited for "outstanding network television coverage" with its treatment of the Hungarian revolt. KDKA Pittsburgh and its news director, Bill Burns, took the individual station tv award for general calibre of its daily newscasts and specifically an airliner crash. For "outstanding public service by a television station," KPIX (TV) San Francisco won the medal with its campaign to relieve traffic and parking conditions in the city.

INS-Telenews coverage of the H-bomb story in *News of the Day* was judged outstanding in the news event category. Telenews and cameramen Ted Rickman and Frank Koza won a special award for outstanding sportsfilm with *Weekly Sports Review*. A new category for 1958 was set up for "consistently outstanding sportsfilm," open to theatre newsreel, tv network and production companies.

Headliner judges were Nick Archer, news editor of *Telenews*, New York; John Madigan, Washington bureau of *Newsweek;* John J. Madigan, UP radio news manager, New York; John T. Madigan, program director of WMTW (TV) Poland Spring, Me.; Andrew J. May, vice president of Harris & Ewing, Washington; Tom Paprocki, AP Newsfeatures cartoonist, and Ralph Squillace, managing editor of the *Vineland* (N. J.) *Times-Journal.*

Best Tv Color Commercial Now Included in AAW Awards

A NEW classification has been added this year to the annual Television Commercial Competition by Advertising Assn. of the West, open to producers, agencies, advertisers and stations in the 11 western states, western Canada and Hawaii. The new class is for color film commercials not more than three minutes long.

Other classes are: local, regional and national advertisers, each for film commercials of one-minute or less; general class of live or film commercials of any length, and a sweepstakes award for best overall entry. Entries must be received by the Hollywood Advertising Club, co-sponsor, 6000 Sunset Blvd., Hollywood 28, Calif., not later than May 20. Winners will be announced at the AAW convention in Honolulu June 24-28.

WHILE attending a Kiwanis Club meeting in Washington last week, Carleton D. Smith (l), NBC vice president and general manager of WRC-AM-FM-TV that city, received a congratulatory telegram from President Dwight D. Eisenhower. The message addressed to John Howard (r), Kiwanis president, said in part, "In public service, in business, and in charities, Mr. Smith makes a splendid contribution to the Washington community." Mr. Smith was the general chairman of the Washington area's first United Givers Fund drive last October which raised more than $6,600,300.

Heritage Voting Awards Honor Broadcasters, Producers, Shows

A NUMBER of awards to networks, stations, tv producers and to tv shows has been announced by John C. Cornelius, president of the American Heritage Foundation. Awards were for "outstanding performance" in last year's "Register, Inform Yourself and Vote Campaign."

The award is a reproduction of Arthur Szyk's illustration, "George Washington the Soldier." Brig. Gen. David Sarnoff, RCA board chairman, in a ceremony in New York, accepted an award to RCA from foundation trustee Charles E. Wilson, former president of General Electric Co.

ABC, CBS, MBS, NBC, Westinghouse Broadcasting Co. and the National Assn. of Educational Broadcasters also were cited. Jack Denvoe Productions won an award for the best tv film, "See You at the Polls"; The Christophers for the best tv series on voting; KAKE-TV Wichita, WBZ-TV Boston and WEWS (TV) Cleveland tied for best support by a tv station: KDKA Pittsburgh and WTIC Hartford tied for best support by a radio station; WOC Davenport, Iowa, for best registration drive by a radio station; Jackie Gleason Productions for best skit on voting, and the *Lassie* program for a best special program devoted by a weekly tv show to voting.

The foundation also reported a special award to Hilda Watson of NBC for arranging a series of NBC recordings of leading citizens who urged people to register and vote. Also cited were radio stations WBIZ Eau Claire, Wis.; WOWO and WGL Fort Wayne, Ind., and KWLK Longview, Wash., and tv stations KCMO-TV Kansas City, Mo.; WTRF-TV Wheeling, W. Va., and WXIX-TV Milwaukee.

WMT-TV Ad Wins Art Award

AN advertisement calling attention to the new WMT-TV Cedar Rapids, Iowa, 1,450-foot tower [B•T, Dec. 17, 1956], won the Gold Medal Award for advertising art and photography at the eighth annual Washtington (D. C.) Art Directors Show last week. The ad, written by Theo Mandelstram of Henry J. Kaufman & Assoc., Washington, featured a photograph of a man seated at a desk marveling at the height of a mock tower made of drinking straws.

AWARD SHORTS

CBS has received Citation of Merit from American Jewish Committee in recognition of "distinguished public service programming".

Westinghouse Broadcasting Co., N. Y., received special citation of merit from Broadcasting Foundation of America for its "contribution to the broadcasting industry and the nation" in sponsoring recent industry-wide Boston Conference on local public service programming.

Thelma Kirchner, general manager of KGFJ Los Angeles, received public service commendation award from State of Calif. Franchise Tax Board on behalf of station's "valuable contribution of time and assistance in acquainting taxpayers with income tax laws of Calif."

WBZ-TV Boston's *2,000 A.D.* received citations from Mass. Society of Professional Engineers and Engineering Societies of New England for "its interest in alerting young people to pursue a career in science and engineering."

WTTW (TV) Chicago's *World Spotlight,* produced by Chicago Council on Foreign Relations for weekly showing on non-commercial, educational station, cited by Foreign Policy Assn. for "significant contribution to citizen-education in world affairs during 1956." Citation is first national competitive award won by WTTW which also won $500 with citation.

WTTM Trenton, N. J., awarded citation from Boy Scouts of America for its *Scout Trail of the Air.*

WMIX Mt. Vernon, Ill., received "School Bell" award for "meritorious service to education" from National Education Assn.

John McDonald, farm program director, WSM Nashville, presented special award from Federal Civil Defense Administration for his "leadership in publicizing first national Civil Defense week last September."

WMGM New York's *Newsreel Theatre of the Air* cited for its "fair presentation of all sides of labor" by Local 669 of United Auto Workers, CIO-AFL, Paterson, N. J.

WOAI-TV
NBC-TV LEADS SAN ANTONIO

Feb. ARB	WOAI (NBC)	STA. B.	STA. C.	OTHER
Sign On -- Sign Off	41.6%	40.9%	20.5%	1.0%

SPOT CARRIERS, DAY AND NIGHT, LEAD BY OVERWHELMING MARGIN.

1st

- **6 OF FIRST 7 NON-NETWORK STRIP PROGRAMS (we have only 6)**
- **4 OF FIRST 4 NON-NETWORK NIGHTTIME STRIP PROGRAMS (we have only 4)**
- **2 OF FIRST 2 NON-NETWORK DAYTIME STRIP PROGRAMS (we have only 2)**
- **IN NEWS, 10 PM AND 6 PM NEWS TOP-RATED**

Ask Petry for a full rundown on the latest ARB and the dope on the highest rated minute availabilities in A — B — C — and D time.

NBC AFFILIATE Represented Nationally by EDWARD PETRY and COMPANY INC.

$7 Million Film Deal Reported for Tintair

BYMART-TINTAIR Inc., New York, was reported last week to be negotiating for a $7 million film package with a major Hollywood studio. The package is said to contain enough features to last over a five-year period of telecasting time at one program a week.

The man doing the talking is Bymart-Tintair's board chairman, Martin L. Strauss II. Some years ago, Mr. Strauss teamed up with the late public relations man, Carl Byoir, to form Bymart-Tintair and through radio wasted little time in making Tintair a household word in hair coloring aids and shampoos. He was also known in the advertising industry as the sparkplug behind Eversharp-Schick's post-war sales activity (Schick now is divorced from the pen company).

Last year Mr. Strauss popped back into the spotlight with his Fire Chief home fire extinguisher, which made its way into hundreds of thousands of U. S. homes via tv spot. For a spell, the demand exceeded the supply; the Fire Chief today, In the words of a company spokesman, is "on a hiatus."

The product said to be involved is Hollywood feature film of "very recent" vintage, some dated as recently as 1955. Also involved in negotiations is Bymart-Tintair's tv-conscious ad agency, Product Services Inc., New York.

Calif. National Expands Abroad; Adler to Manage London Office

PRODUCTION of a new tv series soon will start in England marking California National Productions' first full-scale venture overseas, it was learned last week.

MR. ADLER

In preparation for this series and still other foreign-based activity, CNP began putting its house in order, appointing an NBC executive — talent negotiator, Gerald Adler — to head a London office that it is setting up there.

Robert D. Levitt, CNP's president, said the NBC subsidiary would have a stepped-up operation abroad, specifically in Great Britain and in Europe as a source for tv film product and as a market for both overseas and U. S.-made programming.

While CNP would not divulge details, it was expected an announcement will be made on the new England-originating film series about the end of next month. The series reportedly will have a maritime adventure theme.

Mr. Adler, who resigned as NBC's coordinator of talent and program contract operations to take the CNP position, is expected to leave for London after June 1, headquartering for the time being in New York where he will report to CNP Executive Program Director Robert Cinader. He joined NBC in December 1953 in the legal department, handling talent contracts, and within two years was negotiating talent for the network.

At the same time, CNP reported it met its production costs on *Silent Service*, a syndicated series about the submarine service, only 24 days after release of the product for sale.

Mr. Levitt said the series more than matched the dollar effect of a network sale and thus "completely destroys the myth that the syndication market is a secondary one." He restressed CNP's basic approach of regarding the non-network advertiser as a "first class citizen who merits first crack at first class merchandise."

Jack Keever, sales director of CNP, reported that in the first three weeks the series has been available, sales were made in 17 of the top 25 "population centers" in the U. S., with more than 75 markets signed up.

NTA Proposes to Offer $7.5 Million Debentures

NATIONAL Telefilm Assoc., New York, announced last week it has filed a registration statement with the Securities & Exchange Commission covering a proposed offering of $7.5 million of convertible subordinated debentures, due May 1, 1967.

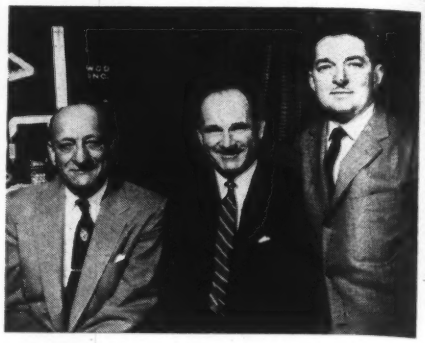
Ely A. Landau, NTA president, said the interest rate, offering price and conversion features are to be announced later. Bache & Co., New York, will head the underwriting group. Mr. Landau added that previously NTA had raised funds through short term loans and said the debentures will represent its first issue of long term debt.

According to the registration statement, the net proceeds are to be used substantially as follows: $2,340,000 to pay the final installment due on a group of films acquired from the 20th Century-Fox Corp., approximately $3.5 million to retire existing indebtedness and purchase participations in film exhibition receipts, with the balance to be added to the general funds to provide additional capital for "the company's expanding volume of business."

In connection with the planned debenture offering, NTA called a special meeting of stockholders April 4, at which time stockholders approved an increase in the authorized common stock from one million to two million shares and agreed to confer conversion rights on any debentures or notes that may be issued.

Kayle Joines TPA as Counsel

MILTON P. KAYLE, recently counsel and director of business affairs for Stone Assoc., New York, has joined Television Programs of America, New York, as resident counsel, it has been announced by Milton A. Gordon, TPA president. Mr. Kayle had been with Stone Assoc., tv program producer and merchandise counsellor, since 1953 and before that was special assistant at the White House from 1951 until 1953.



EXECUTIVES of Wondsel, Carlisle & Dunphy, Inc., newly-formed film producing group are (l-r): Harold Wondsel, Bob Carlisle, and Tom Dunphy.

Wondsel, Carlisle & Dunphy Formed to Produce Tv Films

FORMATION of Wondsel, Carlisle & Dunphy Inc., as producer of tv film commercials and other types of film programming, was announced last week. Offices and studios have been established at 1600 Broadway, New York 19. Telephone: Circle 7-1600.

Harold Wondsel, president, is president of the Film Producers Assn. of New York. Until recently he was for 20 years president of Soundmasters Inc., New York, producer of industrial and tv films. Bob Carlisle, vice president in charge of production, formerly was a partner in Jerry Fairbanks Productions of California and earlier had been associated with Columbia Pictures and Paramount Pictures. Tom Dunphy, vice president in charge of tv activities for the new company, has been a television copywriter and production supervisor at Kudner Adv., New York, for six years and with Benton & Bowles for two years.

U-I Filming Commercials for 8

EIGHT "blue-chip" advertisers figure prominently in Universal Pictures Co.'s current tv commercial "shooting" schedule, according to the film company's March-April sales reports. Commercials now being shot by U-I's television division are for the following sponsors and agencies:

E. I. duPont de Nemours Co. (BBDO); Pepsi-Cola Co. (Kenyon & Eckhardt); DeSoto and Dodge divisions, Chrysler Corp. (BDBO and Grant Adv.); Continental Oil Co. for Conoco gas and oil (Benton & Bowles); Ford Motor Co. (J. Walter Thompson); Colgate-Palmolive's Lustre-Cream shampoo (Lennen & Newell), and General Motors Corp.'s Delco-Remy Division (Campbell-Ewald).

France Honors Ziv Tv's Musnik

BERNARD MUSNIK, account executive with Ziv Television Programs in New York, last Thursday was presented with the Legion of Honor from the French government for "his personal contributions over the years toward better understanding between the peoples of the United States and France."

* * *

A banker who's really quite bright

Spends money on AM at night.

He's figured for years

That people have ears

And who is to say he's not right?

* * *

Accuracy compels us to report that the banker in this radio success story concedes that people also have eyes, but that's another story. In doing a balance sheet for his Sunday night radio program on our favorite station in Eastern Iowa, he:

(a) commends the station staff for "high caliber production"

(b) expresses pleasure in his program as "a public relations project"

(c) states that he looks forward "to the continuance of our present relationship during the years ahead."

What he might have added is this: "In WMT's home county of Linn, WMT has more than four times the radio audience of the other two Cedar Rapids stations combined. To be precise, WMT has 57% of the radio audience."

For further details about the CBS radio station for Eastern Iowa, check with your Katz Agency man.

NBC-TV Seen Syndicating Repeats of 'Project XX'

NBC-TV's *Project XX* series was seen moving closer to syndication with the report late Thursday that the network will take advantage of the early summer viewing season by repeating some of *Project XX's* earlier films. Several of the installments will be shown for the second and even third time. "This would more or less exhaust us for further network 'exposure,'" says Donald Hyatt, the series' associate producer.

Scheduled tentatively for May 5 (4-5:30 p. m. EDT) will be "Call to Freedom" (1956); for May 19 (4-5 p.m.) "Three-Two-One . . . Zero" (1952); for June 1 (9-10 p.m.) "The Twisted Cross" (1956) and for June 16 (4-5 p.m.) "Nightmare in Red" (1955).

Mr. Hyatt said these four episodes may be placed into syndication (through California National Productions Inc., NBC subsidiary) this fall, following in the footsteps of *Victory at Sea*. The last-mentioned series, running some 12 episodes, has been in syndication since 1953. According to Mr. Hyatt, "we've just about broken even on the *Victory* series, which originally cost $1 million to produce." The "break-even" figure, though not disclosed, also takes into account distribution fees and the like charged by NBC.

Meanwhile, *Project XX* Program Sales Development Manager Jim Nelson was still surveying the advertiser field, looking for additional sponsors for next season's network run. Already signed up is Timken Roller Bearing Co. for its first tv venture.

Arthur Kalman, Sales Manager For AAP in East, Dies at 46

FUNERAL services were held Thursday in New York for Arthur A. Kalman, 46, eastern division sales manager of Associated Artists Productions, New York, who died suddenly Tuesday at his home in Malverne, N. Y. Mr. Kalman, a 28-year veteran of the motion picture and tv fields, had attended the NARTB convention in Chicago only the week before.

MR. KALMAN

Mr. Kalman entered the motion picture business in 1929 with the Saenger Southern Div. of Paramount Publix Corp., later became general manager of Gaumont-British in the U. S., served in World War II as director of distribution for Army movies and training films, and after the war became assistant to the president of the J. Arthur Rank Organization. He joined AAP at its founding in 1948.

Surviving are his wife, a daughter, Lynda, 15; and two sons, Kenneth, 11, and Roger, 4.

4-for-1 Capital Stock Split Approved by AAP Directors

A four-for-one split in the capital stock of Associated Artists Productions was approved at a special meeting of directors in Wilmington, Del., last Wednesday. Maxwell Goldhar, vice president of the firm, noted the company has reduced a combined loan used to purchase the Warner Bros. Library and short subjects and the rights to Paramount's Popeye cartoons from $14 million to $11.7 million.

In its sale, Warner Bros. received $21 million, of which $16 million was cash [B•T, Aug. 13, 1956]. For the five months of 1956 following acquisition of the film product (the transaction was completed in late July), AAP's profits were $961,000, or $2.40 a share on 400,000 shares outstanding. For the first quarter of this year profits after taxes were $1 million, or $2.50 a share.

Economee Tv Adds Four

ADDITION of four account executives to the sales staff of the Economee Tv Div. of Ziv Television Programs has been announced by Pierre Weis, general manager of the division.

New salesmen are Leon Bernard, formerly midwestern sales manager of Television Programs of America; John Alicoate, recently sales manager of Guild Films; John Higgins, previously sales manager of KRBC-TV Abilene, and Leonard Key, formerly sales manager of Crusader Rabbit Sales Corp.

Interstate Tv Corp. Reports 50 Sales Made at NARTB Meet

THE NARTB meet in Chicago proved to be a red-letter week for salesmen of Interstate Television Corp., New York. According to a sales report issued Thursday by Interstate Sales Vice President Lloyd L. Lind, well over 50 individual sales were made during the seven-day period ended April 12.

Interstate's adventure-action westerns were sold to 10 stations in the Midwest and South; *Little Rascals* to 11 Midwest and Far West stations as well as one in the East; *Public Defender* to eight stations; *Royal Playhouse* to nine; *Hans Christian Andersen* and *Ethel Barrymore Theatre* to two stations each; *Jubilee Theatre* to three stations and *Adventure Album* to one station.

UPA Speeds Tv Commercials

STEPPED-UP production schedule was reported last week by UPA, New York, for its tv commercials department. Films now in production at UPA are for the following advertisers and their agencies: Bristol-Myers' Bufferin (Young & Rubicam, New York); Henry S. Levy's bread (Doyle Dane Bernbach, New York); National Biscuit Co. (Kenyon & Eckhardt, New York); Helene Curtis Industries' Stopette deodorant and new *What's My Line?* opener (Earle Ludgin & Co., Chicago); Piel Bros. beer (Young & Rubicam); Nestle Co.'s Nescafe (Bryan Houston Inc., New York); Warner Lambert Pharmaceutical Co.'s Antizyme (Lambert & Feasley Inc., New York); Procter & Gamble's Cheer (Young & Rubicam); RCA (institutional) (Kenyon & Eckhardt), and Coca-Cola Co. (McCann-Erickson International, New York).

Narragansett Buys Guild Series

NARRAGANSETT Brewery has signed a 52-week contract to sponsor *Captain David Grief,* Guild Film series based on epic stories of Jack London, for five markets in New England, John Cole, vice president of sales for Guild, has announced.

The series now has been sold in more than 130 markets. The other five regional sponsors are: Standard Oil of California, D-X Sunray Oil of Tulsa, Stroh Brewery of Detroit, Pearl Brewing of Texas and Utica Club Beer of upstate New York.

Markets bought by Narragansett are Boston, Portland and Bangor, Me., Springfield, Mass., and Burlington, Vt., through its agency, Cunningham & Walsh, New York.

RKO Tv's New Hollywood Address

RKO TELEVISION's Hollywood office now is located in the 780 Gower St. building on the RKO lot there. Bill Gorman, former RKO Television account executive in New York, has been placed in charge of the Hollywood office of the films-for-tv unit of RKO Teleradio Pictures Inc. New telephone number is Hollywood 7-9042.

Window, Glen Firms Combine

WINDOW Productions, headed by John Payne, and Glen Productions, an MCA subsidiary, have combined into a new corporation, Window-Glen Productions, which will produce 39 half-hour tv films for a series titled *The Six Shooter.* Mr. Payne, president of Window-Glen, will double as producer and star of the series, which has been sold to NBC-TV for a 52-week run (39 films and 13 reruns) starting this fall. Window-Glen is occupying offices at the Republic Productions lot in North Hollywood, where interior filming will be done, using facilities of Revue Productions.

FILM PEOPLE

Lester S. Tobias named western division manager for Associated Artists Productions' Los Angeles sales office, succeeding **Robert Kronenberg,** resigned. **Rita L. Garner,** formerly sales promotion director, WMGM New York, joins AAP in N. Y. as assistant advertising-promotion manager.

Marc Frederic, formerly general manager Tee Vee Co., film syndication company, appointed vice president-general manager of Screencraft Enterprises Inc., Los Angeles, producer of motion pictures for theatre, tv and industrial showings.

Phillis Barclay (nee Phil Windebank), director-vice president in charge of animation

Serious Business!

Community affairs are serious business at KPIX.

At the recent Awards Dinner of the Northern California Academy of Television Arts and Sciences, KPIX won eight "Emmys" for achievements in the field of community service. Among the winners was "Decision or Dilemma," Channel 5's continuing editorial report on the Bay Area's transportation crisis.

Shown here is the most recent effort in this series, the special remote telecast of the State Senate's Interim Committee hearings on the Rapid Transit Bill.

KPIX takes such projects seriously in the belief that "the station that serves its community best, serves its advertisers best."

KPIX 5 / SAN FRANCISCO

Westinghouse Broadcasting Co.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN MARCH

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	15.6
2.	*Science Fiction*	(Ziv)	Fri. 7:00	WRCA-TV	13.1
2.	*Abbott & Costello*	(MCA-TV)	Sat. 7:00	WPIX-TV	13.1
4.	*Death Valley*	(McC-E)	Wed. 7:00	WRCA-TV	12.2
5.	*Sheena*	(ABC Film)	Sat. 6:30	WPIX-TV	11.1
5.	*Popeye*	(AAP)	M-F 6:00 Sat. 5:30 Sun. 4:30	WPIX-TV	11.1
7.	*Whirlybirds*	(CBS Film)	Thurs. 7:30	WPIX-TV	10.9
8.	*Buffalo Bill, Jr.*	(CBS Film)	Sat. 6:00	WPIX-TV	9.7
9.	*Guy Lombardo*	(MCA-TV)	Thurs. 7:00	WRCA-TV	9.6
9.	*Looney Tunes*	(Guild, AAP)	Mon.-Sat. 6:30	WABD-TV	9.6

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Life of Riley*	(NBC Film)	Mon. 8:30	KTTV-TV	20.3
2.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP-TV	17.6
3.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV-TV	16.5
4.	*Popeye*	(AAP)	M-F 7:00	KTLA-TV	15.0
5.	*State Trooper*	(MCA-TV)	Mon. 8:00	KHJ-TV	12.8
5.	*Brave Eagle*	(CBS Film)	Thurs. 6:30	KNXT-TV	12.8
7.	*Annie Oakley*	(CBS Film)	Thurs. 6:00	KABC-TV	12.6
8.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV-TV	12.5
8.	*Science Fiction*	(Ziv)	Mon. 8:00	KTTV-TV	12.5
10.	*Confidential File*	(Guild)	Sun. 9:30	KTTV-TV	12.0

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Don Ameche*	(TPA)	Tues. 9:30	WGN-TV	17.0
1.	*Life of Riley*	(NBC Film)	Sat. 6:00	WNBQ	17.0
3.	*Superman*	(Flamingo)	Fri. 6:00	WGN-TV	15.5
4.	*Buffalo Bill, Jr.*	(CBS Film)	Thurs. 6:00	WGN-TV	15.3
5.	*Secret Journal*	(MCA-TV)	Sat. 10:00	WNBQ	15.2
6.	*State Trooper*	(MCA TV)	Wed. 9:30	WNBQ	14.6
7.	*San Fran. Beat*	(CBS Film)	Tues. 9:00	WGN-TV	13.8
8.	*Sheriff of Cochise*	(NTA)	Fri. 7:30	WNBQ	12.8
9.	*Stu Erwin*	(Official)	Mon. 7:30	WGN-TV	12.5
9.	*Wild Bill Hickok*	(Flamingo)	Tues. 6:00	WGN-TV	12.5

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	22.0
2.	*Wild Bill Hickok*	(Flamingo)	Thurs. 7:00	WRC-TV	18.0
3.	*Ramar*	(TPA)	Wed. 7:00	WTOP-TV	17.4
4.	*Frontier*	(NBC Film)	Sat. 10:30	WTOP-TV	16.4
5.	*Soldiers of Fort.*	(MCA-TV)	Mon. 7:00	WTOP-TV	16.3
6.	*Superman*	(Flamingo)	Tues. 7:00	WRC-TV	16.0
7.	*Brave Eagle*	(CBS Film)	Fri. 6:00	WMAL-TV	15.9
8.	*Annie Oakley*	(CBS Film)	Fri. 7:00	WTOP-TV	15.4
9.	*Science Fiction*	(Ziv)	Sun. 6:00	WMAL-TV	14.7
10.	*Celeb. Playhouse*	(Scr. Gems)	Tues. 10:30	WTOP-TV	14.4

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Sheriff of Cochise*	(NTA)	Sat. 9:30	WCCO-TV	23.0
2.	*Search For Adven.*	(Bagnall)	Mon. 9:30	WTCN-TV	19.2
3.	*Wild Bill Hickok*	(Flamingo)	Sat. 5:30	WCCO-TV	18.8
3.	*State Trooper*	(MCA-TV)	Tues. 9:30	KSTP-TV	18.8
5.	*Death Valley*	(McC-E)	Sat. 6:00	WCCO-TV	18.4
6.	*Annie Oakley*	(CBS Film)	Sat. 5:00	WCCO-TV	17.6
7.	*Buffalo Bill, Jr.*	(CBS Film)	Sat. 11:30 a.m.	WCCO-TV	14.9
8.	*Studio 57*	(MCA-TV)	Wed. 9:30	KSTP-TV	13.8
9.	*Secret Journal*	(MCA-TV)	Fri. 7:30	KSTP-TV	12.4
10.	*Badge 714*	(NBC Film)	Tues. 10:30	KSTP-TV	11.7

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Life of Riley*	(NBC Film)	Thurs. 7:30	KING-TV	38.5
2.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	36.1
3.	*Search For Adven.*	(Bagnall)	Sat. 7:00	KING-TV	31.2
4.	*Sheriff of Cochise*	(NTA)	Mon. 7:00	KING-TV	30.4
5.	*Soldiers of Fort.*	(MCA-TV)	Mon. 6:00	KING-TV	28.2
5.	*Death Valley*	(McC-E)	Thurs. 9:00	KOMO-TV	28.2
7.	*Last of Mohicans*	(TPA)	Wed. 6:00	KING-TV	27.6
8.	*Annie Oakley*	(CBS Film)	Fri. 6:00	KING-TV	27.2
9.	*Wild Bill Hickok*	(Flamingo)	Thurs. 6:00	KING-TV	26.6
10.	*Superman*	(Flamingo)	Tues. 6:00	KING-TV	22.8

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 10:30	WJW-TV	29.2
2.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	25.1
3.	*Soldiers of Fort.*	(MCA)	Thurs. 7:00	KYW-TV	23.7
4.	*Frontier*	(NBC-TV)	Sat. 10:30	WJW-TV	21.2
4.	*Range Rider*	(CBS Film)	Sun. 7:00	WEWS	21.2
6.	*Annie Oakley*	(CBS Film)	Sat. 6:30	WJW-TV	18.7
7.	*Science Fiction*	(Ziv)	Tues. 7:00	KYW-TV	17.5
8.	*Death Valley*	(McC-E)	Sat. 7:00	WJW-TV	17.4
9.	*Sheena*	(ABC Film)	Wed. 6:00	KYW-TV	17.2
10.	*Mr. D. A.*	(Ziv)	Mon. 10:30	KYW-TV	15.4

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Badge 714*	(NBC Film)	Mon. 7:00	WSB-TV	30.4
2.	*Superman*	(Flamingo)	Wed. 7:00	WSB-TV	29.4
3.	*Amos 'n Andy*	(CBS Film)	Thurs. 7:00	WAGA-TV	24.5
4.	*Highway Patrol*	(Ziv)	Fri. 7:30	WAGA-TV	23.9
5.	*Annie Oakley*	(CBS Film)	Mon. 6:00	WLWA-TV	22.1
6.	*Science Fiction*	(Ziv)	Tues. 7:00	WAGA-TV	20.6
7.	*State Trooper*	(MCA-TV)	Fri. 7:00	WAGA-TV	19.5
8.	*City Detective*	(MCA-TV)	Wed. 6:30	WLWA	18.2
9.	*Death Valley*	(McC-E)	Thurs. 6:30	WLWA	15.2
10.	*Man Behind the Badge*	(MCA-TV)	Fri. 6:30	WLWA	14.4

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Death Valley*	(McC-E)	Sun. 9:30	WBNS-TV	37.4
2.	*Highway Patrol*	(Ziv)	Tues. 10:30	WBNS-TV	30.1
3.	*Sheriff of Cochise*	(NTA)	Thurs. 7:30	WBNS-TV	25.6
4.	*Men of Annapolis*	(Ziv)	Fri 9:30	WBNS-TV	22.1
5.	*Frontier Doctor*	(H-TV)	Fri. 7:00	WTVN-TV	20.1
6.	*Whirlybirds*	(CBS Film)	Thurs. 7:00	WTVN-TV	20.0
7.	*Susie*	(TPA)	Wed. 7:30	WBNS-TV	18.9
8.	*Waterfront*	(MCA-TV)	Fri. 6:30	WBNS-TV	18.6
9.	*Soldiers of Fort.*	(MCA-TV)	Wed. 6:30	WBNS-TV	18.5
10.	*Public Defender*	(Interstate)	Mon. 6:30	WBNS-TV	17.6

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Waterfront*	(MCA-TV)	Sun. 7:00	WNAC-TV	28.5
2.	*I Led 3 Lives*	(Ziv)	Wed. 7:30	WNAC-TV	23.8
3.	*Frontier*	(NBC Film)	Fri. 10:30	WNAC-TV	23.1
4.	*Superman*	(Flamingo)	Fri. 6:30	WNAC-TV	20.8
4.	*State Trooper*	(MCA-TV)	Sun. 10:30	WNAC-TV	20.8
4.	*Science Fiction*	(Ziv)	Tues. 7:00	WBZ-TV	20.8
7.	*Sheriff of Cochise*	(NTA)	Sun. 6:00	WNAC-TV	20.2
8.	*Annie Oakley*	(CBS Film)	Sun. 5:00	WNAC-TV	18.0
8.	*Wild Bill Hickok*	(Flamingo)	Tues. 6:30	WNAC-TV	18.0
10.	*Monte Cristo*	(TPA)	Tues. 8:30	WNAC-TV	17.7

activities at Guild Television Services Ltd., London, to Wilding Picture Productions Inc.,

William B. Hartigan, former NBC-TV photographer-reporter (most recent credits include that network's color coverage of Navy's "Operation Deepfreeze" in Antartica during present International Geophysical Year), has announced plans to freelance in tv news film field.

Dick Stockton, casting director at RKO Studios, to TCF-TV Productions (subsidiary of 20th Century Fox) as casting director, succeeding **Marvin Schnall,** resigned to open independent casting office.

FILM PRODUCTION

TCF-TV, Hollywood, is producing pilots on two new half-hour series, *Anything Inc.* and *Man Without A Gun.*

Screen Gems Inc., N. Y., announced production will begin immediately in England on 26 half-hour episodes of new series, *Ivanhoe,* which will be filmed in Eastman color. Based on classic Sir Walter Scott novel, series will star Roger Moore.

Trans-Lux Television Corp., N. Y., has opened west coast office at 1966 S. Vermont Ave., L. A., with **Al Naroff** as manager. Telephone: Republic 1-2309.

WCAU
PHILADELPHIA
means drama

You've seen "Waterfront." It appears on film in many markets . . . in Philadelphia it's the number one local television show. You just don't get a rating like that for a syndicated show without well-executed publicity, promotion and merchandising. And that's just the kind of support WCAU gives its programs. One sponsor, La Rosa macaroni products, canceled other forms of advertising because, "the combination of WCAU-TV coverage plus 'Waterfront' audience is actually delivering more per dollar than anything we ever used before." The co-sponsor, Foremost Dairies, reported lightning reactions to a special cottage cheese offer made on the Sunday night program, with driver-salesmen selling out on Monday morning.
So you see WCAU sells with drama. WCAU can sell for you.

WCAU, WCAU-TV *The Philadelphia Bulletin Radio and TV stations. Represented nationally by CBS Spot Sales. By far Philadelphia's most popular stations. Ask ARB. Ask Pulse. Ask Philadelphians.*

TIME INC. BUY GETS GREEN LIGHT

- **Three radio-tv properties bought from Consolidated**
- **$18.5 million involved in nine approvals by FCC**

NINE station sales involving $18,541,730, headed by the Time Inc. purchase of three Bitner properties, were approved last week by the FCC.

Time bought WOOD-AM-TV Grand Rapids, Mich., WTCN-AM-TV Minneapolis and WFBM-AM-TV Indianapolis from Consolidated Tv & Radio Broadcasters Inc. (Bitner interests) for $15,750,000 [B•T, March 18, *et seq.*].

Crowell-Collier Publishing Co. originally contracted to buy the Bitner stations, including WFDF Flint, Mich., for $16.2 million. However, C-C ran into financial difficulties and was forced to default on the purchase, starting a wild scramble among bidders for the stations. WFDF is not involved in the sale to Time Inc.

In approving the sale, the Commission stipulated that control of the stations is not to change hands until Time and its executive, former FCC Chairman Wayne Coy, have consummated their sale of KOB-AM-TV Albuquerque to KSTP-AM-TV St. Paul-Minneapolis for $1.5 million. This transaction has been approved [B•T, March 18], but it was the subject of a protest filed last week by ABC.

KOB, assigned 1030 kc, has been operating "temporarily" on 770 kc since 1941. The station has been ordered to directionalize its nighttime signal by this Thursday to protect ABC-owned WABC New York, also on 770 kc. ABC asked for a rehearing on the KOB-AM-TV transfer.

Time Inc. also owns KLZ-AM-TV Denver and 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City. Time Inc. executives include Henry R. Luce, who owns 21.4% of the outstanding stock; President Roy E. Larsen, 6%; Executive Vice President Weston C. Pullen, who will direct the firms radio-tv properties; Mr. Coy, who owns 50% of KOB-AM-TV (Time owns the other 50%) and will remain as an executive of Time Inc.; Eldon Campbell, consultant on broadcast management, who will direct the Indianapolis operations, and Phil Hoffman, manager of KLZ-AM-TV, who will direct the Minneapolis stations.

ABC-affiliated WFBM is on 1260 kc with 5 kw; WFBM-TV, on ch. 6, is affiliated with NBC. WTCN operates with 5 kw day, 1 kw night on 1280 kc and WTCN-TV is on ch. 11. Both stations are affiliated with ABC. The Grand Rapids stations are affiliated with NBC and WOOD is on 1300 kc with 5 kw; WOOD-TV is on ch. 8.

Time Inc., which publishers *Time*, *Life*, *Fortune* and *Sports Illustrated* magazines, formerly owned WQXR New York and from 1943-45 owned 12.5% of ABC.

Detroit attorney George Haggarty, received Commission approval for his $1,794,865 buy of ch. 12 KLOR (TV) Portland, Ore., from Henry A. White, Julius L. Meier Jr. and associates. With the KLOR purchase, Mr. Haggarty secured an option to purchase ch. 27 KPTV (TV) Portland from Storer Broadcasting Co. for $1.89 million.

The purchase marks Mr. Haggarty's first entrance into the broadcast field. KLOR is an independent while KPTV, the nation's first commercial uhf station, is affiliated with NBC. Mr. Haggarty is expected to seek FCC approval of the KPTV purchase in the near future and combine the facilities of the two stations, with KPTV going dark.

J. Elroy McCaw received FCC approval for his purchase (with John D. Keating) of KDAY Santa Monica, Calif., and the sale of 33⅓% interest in KLOQ Yakima, Wash. However, Comr. Robert T. Bartley voted for a McFarland letter and Comr. John C. Doerfer abstained from voting.

Messrs. McCaw (75%) and Keating (25%) paid KOWL Broadcasting Co. (J. D. Funk and associates) $650,000 for the Santa Monica station, and Mr. McCaw received $20,115 for his KLOQ interest from Warren J. Durham. Robert S. McCaw and Tom Olsen also own 33⅓% of KLOQ, which is on 1280 kc with 5 kw day and 1 kw night. It is affiliated with both Mutual and NBC.

Daytimer KDAY is on 1580 kc with 10 kw and holds a cp for 50 kw. Messrs. McCaw and Keating also own WINS New York, KYA San Francisco and 50% of KONA-TV Honolulu and KTVR (TV) Denver. Mr. McCaw individually owns KTVW (TV) Seattle-Tacoma; 50% of KELA Centralia, Wash.; 33⅓ of KALE-AM-TV Richland, Wash., and 25% of KAPA Raymond, Wash.

Bartley Questions Trafficking

In voting for the McFarland letter, Comr. Bartley questioned the possibility of trafficking in stations by Mr. McCaw.

Country music partners Webb Pierce and James R. Denny had their purchase of WJAT-AM-FM Swainsboro, Ga., for $125,000 approved by the Commission. Selling the 1 kw daytimer on 800 kc are Jack A. and Nancy M. Thompson. The buyers are partners in three Nashville music publishing firms and Mr. Pierce is a recording artist and tv personality.

Commission approval was granted Frederick A. Knorr and associates for their $100,000 purchase of WELL Battle Creek, Mich., from Federated Publications Inc. Mr. Knorr and associates own WKMH-AM-FM Dearborn, WKMF Flint, WSAM-AM-FM Saginaw and WKHM Jackson, all Mich., plus a majority interest in the Detroit Tigers American League baseball club.

Federated publishes newspapers in Battle Creek, Grand Rapids and Lansing, all Mich., and Lafayette, Ind. ABC-affiliated WELL is on 1250 kc with 250 w.

The last $1,750 of the $18.5 million total in station sales approved went for the cp of ch. 20 KBAY-TV San Francisco, with no physical assets involved. Sherrill C. Corwin is buying the San Francisco facility from Leonard and Lily B. Averett [B•T, Feb. 25]. The purchase price represents the Averett's expenses in prosecuting their application for the cp.

Mr. Corwin also was granted an eight month extension to complete construction of the station. He has minor interests in KPRO Riverside, KROP Brawley, KYOR Blythe and KREO Indio, all Calif., and KAKE-AM-TV Wichita, Kan.

Daytimers' Hearings To Bare New Charges

THE FCC will face more questions at the Senate Daytime Radio Broadcasting Subcommittee hearings April 29-30 when the Community Broadcasters Assn. airs its complaints against the Commission for failure to act on the association's year-old request that its stations be permitted to increase their power from 250 to 1,000 watts.

Howard J. Schellenberg Jr., Washington, D. C., attorney for the Community Broadcasters, which includes 960 250-w stations in the U. S., said the association's president, F. Ernest Lackey, who is president and general manager of WHOP Hopkinsville, Ky., will present his group's case at the hearings.

"The FCC has ignored the Community Broadcasters' request of April 3, 1956 asking that their stations be allowed to increase their power from 250 to 1,000 watts, and Sen. Morse has agreed to let us testify at his daytimers' hearings," Mr. Schellenberg said.

Sen. Wayne Morse [D-Ore.] heads the Senate Small Business Subcommittee named last month to investigate complaints of the Daytime Broadcasters Assn. that the FCC has failed—over a period of some four years—to act on its request to extend the operating hours of small local stations [B•T, March 25].

Noting that the Community Broadcasters' stations are on only six frequencies, Mr. Schellenberg pointed out that the same power increase by all the stations "would create no further problems with interference."

Lee White, counsel to the full Senate Small Business Committee, said Sen. Morse's subcommittee "will hear testimony from class-four station (Community Broadcasters Assn.) representatives, and then question the Commission about it."

The daytimers hearings are scheduled to open April 29 (next Monday) with testimony by J. Ray Livesay, chairman of the board for DBA, and owner of WLBH Mattoon, Ill. Other station owners also may testify for the daytimers, noted Benedict J. Cottone, Washington, D. C., attorney for the DBA.

Speaking for the Clear Channel Broadcasting Service, which opposes the daytimers' request for extended hours of opera-

"BELLS ARE RINGING" starring Judy Holliday

"A PACKED HOUSE EVERY PERFORMANCE"

Maybe the folks at WICU ought to angel Broadway shows. Because, back in Erie, WICU consistently captures enough audiences — evenings and matinees to assure . . . "A Packed House Every Performance".

A LOOK AT THE BOX OFFICE*

	National Average	WICU
LORETTA YOUNG	19.9	44.5
TV PLAYHOUSE	20.6	48.0
GEORGE GOBEL	26.4	49.0
PERRY COMO	28.5	49.0
CAESAR'S HOUR	27.9	50.0
EDDIE FISHER	9.2	40.0
MICKEY MOUSE CLUB	16.8	34.8
BIG STORY	21.7	49.0
PEOPLE ARE FUNNY	16.3	45.0
FORD THEATRE	13.2	39.8

*Telepulse November 1956

The result is a unique selling climate — *the pick of the packed houses* — loaded with stick-like-glue viewers and high ratings . . . vital plasma to tv advertisers.

WICU ratings continue to out-distance the national average (see boxoffice) and provide mighty handy reference material when agencies and clients square away for renewal.

The WICU atmosphere produces choice time segments and adjacencies for mighty good business. And WICU means business — it's the only VHF station within 100 miles — covering three states and two counties. Call Petry or Ben McLaughlin, General Manager, and check up on the remaining availabilities — but time's a wasting!

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York, Chicago, Detroit, San Francisco, St. Louis, Los Angeles

tion, will be Hollis M. Seavey, executive director of the service, Mr. White added.

At least one commissioner will represent the FCC at the hearings, but the State Department plans to send a written statement on the subject rather than a representative, he said.

The State Department was invited to send a representative because of the international implications in this hearing, Mr. White pointed out. Most North American countries are included in radio frequency coordination treaties with the U. S., he said, noting the 1950 North American Radio Broadcasting Agreement and the 1957 treaty with Mexico.

Some other small independent station owners who have asked to testify at the DBA hearings also will have their say, Mr. White noted. Sen. Morse's office has received such letters from station owners who support the DBA complaints and those who oppose them, he said. Among those invited to testify at the hearings is Louis N. Seltzer, president of WCOJ Coatesville, Pa., who wrote a scathing letter to Sen. Morse denouncing the daytimers' complaints and asking to appear.

In their request to the FCC, the daytimers had asked for extension of hours from the present sunrise to sunset limits as follows: from 5 a.m. or sunrise (whichever is earlier) to 7 p.m. or sunset (whichever is later) [B•T, April 1].

Robert Hall Pays $10,000 Fine For False Radio Advertising

IN SETTLEMENT of a civil penalty suit charging it with violating a Federal Trade Commission order to stop false radio advertising of the "sales prices" of its suits, Robert Hall Clothes Inc., New York, has paid $10,000 in the U. S. District Court, Southern District of New York.

Robert Hall was charged by the Justice Dept. with 12 violations of an FTC cease and desist order, which forbade the clothier from misrepresenting the regular price of its merchandise or savings afforded by buying clothes at "sales prices." The FTC order was issued in 1953, and the Justice Dept. suit filed in August 1956.

Under the law each violation was punishable with a $5,000 penalty, but the $10,000 total was agreed on in settlement.

WRC-TV Site Change Granted

WRC-TV Washington last week was granted FCC permission to move its transmitter and main studio location from the Sheraton-Park Hotel to 4001 Nebraska Ave. However, in granting the move for the NBC-owned station, the Commission reserved the right to rescind the action if Wespen Tv Inc. is granted ch. 4 Pittsburgh.

The new WRC-TV location is 1.2 miles short of the required 170-mile separation from the proposed transmitter site of Wespen, one of five applicants for the Pittsburgh facility. An initial decision was issued in the Pittsburgh case a fortnight ago favoring WCAE Pittsburgh [B•T, April 15].

FCC QUIZ A POSER TO NETWORKS

THE tv networks are still wrestling with a complex 16-page questionaire sent out by FCC's Network Study Committee calling for intimate details of their program production and program sales operations over the past five years.

Although they have been compiling the information for some six weeks, it was learned, the complexity and detail of the questions are keeping the networks still at work. The committee, which originally set April 5 as the deadline for answers, is understood to have recognized later the impossibility of meeting that deadline and, instead, is accepting material piecemeal.

The questions cover some of the ground roamed over by the House Antitrust Subcommittee in its network hearings last fall —but in infinitely more detail. They are believed to resemble those which the FCC group put to film syndicators late last year in another phase of its investigation.

In addition to soliciting the names of program production and syndication "divisions, subsidiaries or affiliates" of the networks, such organizations in which the networks may own interests, the identities of motion picture or theatrical productions in which they have rights, and network practices in acquiring scripts, the questionnaires call for such detail as:

• For each of the last five seasons (1952-53 through 1956-57), a list of all sponsored evening programs, live and film, which consisted of ten episodes or more and which were produced or financed wholly or in part by the network, or in which the network had or has any financial or proprietary interest.

• For the same years and the same programs, the site of production—whether in the U. S. or elsewhere—and, for those produced or wholly financed by the network, the above-the-line, below-the-line and total production costs, plus the average cost per segment or episode.

• The name of sponsor or sponsors, day and time of program, gross price to each sponsor, and the names of all persons who have acquired profit-sharing, re-run, merchandising or other subsidiary rights—for each program.

• Information on whether the program was subsequently sold or licensed for non-network or syndicated showing and, if it was, the season or seasons when it subsequently appeared, the title under which it was syndicated or sold, and the names of those who sold, licensed, or distributed it.

• For one specified week in each of the five years, the number of hours and number of programs shown on the network in each of three categories: (1) programs produced and wholly owned by the network; (2) those produced jointly by another person and the network, or solely by another company in which the network had an interest; (3) those produced by others in which the network had no financial or proprietary interest. In addition: The number of hours of sustaining and of sponsored programming in each category.

• List of all non-theatrical programs produced, sold, licensed or distributed for non-network or syndicated television by the network during each of the last five seasons.

• For each of these syndicated programs, such information as the number of markets in which sold; gross billings; value of station time involved; and network's policy, if any, as to discount or price differential in multi-market sales to the same purchaser and in sales to multi-station owners.

• Copy of most recent standard or usual form of sales contract for syndicated film, and, for each program on the list, an indication as to whether or not the present standard contract contains exclusive coverage provision.

• If the present standard contract does not provide for exclusive coverage, a statement of usual policy or practice, if any, with regard to granting exclusive coverage.

• A list, with "brief" explanation, of all contracts or sales arrangements made or in effect during the 1955-56 and 1956-57 seasons "where exclusive coverage provision would prevent sale of same program at the same time for television exhibition in adjacent or nearby market or markets."

• For the five syndicated programs sold in the largest number of markets during 1955-56 season, call letters of stations carrying the program, time period in which program was carried, and network price to purchaser of the program.

• Information on whether the network's owned stations and affiliates have first call or get any price consideration on programs offered by the network for syndication.

The questionnaire also includes a section calling for detailed listings and price information on any theatrical film syndicated by the network. Another section goes into detail on the network's facilities for production of programs, live and film; any plans for expansion of such facilities, and the extent, if any, to which the network leases or uses non-owned program production facilities used by other companies.

Ellsworth Okayed as CSC Member

APPOINTMENT of former Rep. Harris Ellsworth (R-Ore.) to serve on the Civil Service Commission for two years beginning March 1 this year was confirmed last week by the Senate. Mr. Ellsworth, who was defeated last November in his bid for re-election after serving in the House for some 14 years, is a 25% stockholder in The News-Review Co. which owned KRNR Roseburg, Ore., until October 1956. The company also publishes the *Roseburg News-Review* newspaper.

Senators Wayne Morse and Richard L. Neuberger, both Democrats from Oregon, said they had been asked to oppose Mr. Ellsworth's nomination, but in speeches from the floor the senators urged—with some reservations—approval of the former congressman's appointment to the Commission.

Who could sell her anything now...except
THE NATION'S VOICE
ONE OF A SERIES OF FULL PAGE ADS APPEARING REGULARLY IN THE NEW YORK TIMES

Concentration on leading stations revolutionizes the use of radio, Politz shows

Escape from inflexible long term commitments is just one of the many sound reasons today's alert advertisers are turning to the modern form of radio — The Nation's Voice.

Alfred Politz Research, in 5 separate major market studies, found that in each area one radio station stands out unmistakably as the leading station. These stations attract the largest audiences. These stations have earned the confidence and respect of their listeners.

Among 3,000 stations now broadcasting, just 48 leading stations are needed to bring 85% of the U.S population within your reach. That's why the selective technique of concentrating on this relatively small group of 48 leading stations is so efficient. That's why it's called the Nation's Voice.

The huge, immediate power of the Nation's Voice makes it the fastest, most flexible and economical of mass media. It is readily adaptable to any promotion — large or small — national or regional. It eliminates the gamble of uncontrollable costs that play havoc with budgets.

Whether your appropriation is $25,000 or multi-million, this new way of using radio's tremendous power is important to know about. A brief presentation of the Nation's Voice, giving Politz's exciting findings, is available at the Christal office nearest you.

POLITZ DOCUMENTS EFFICIENCY AND ADVERTISING POWER OF LEADING RADIO STATIONS

One station in each of five major markets measured stands out clearly as the leader:

1. *It attracts the largest listening audience . . . on an average day by as much as 4 to 1 over the second station; up to 16 to 1 over the weakest.*
2. *Its programs are voted best in every one of 8 different categories.*
3. *Its service features are credited with being the most reliable and complete.*
4. *Its commercials are considered to be the most reliable.*
5. *It is relied upon and trusted . . . the one station people would tune to for information in an emergency.*

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL — Baltimore
WBEN — Buffalo
WGAR — Cleveland
WJR — Detroit
WTIC — Hartford
WDAF — Kansas City
KFI — Los Angeles
WHAS — Louisville
WCKR — Miami
WTMJ — Milwaukee
WHAM — Rochester
WGY — Schenectady
WSYR — Syracuse
WTAG — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

Sports Antitrust Bill Introduced by Keating

ANOTHER bill (HR 6876) involving professional team sports and the federal antitrust law was introduced into the House of Representatives last week.

Rep. Kenneth B. Keating (R-N. Y.), ranking Republican member of the House Judiciary Committee, introduced the measure (he terms it the "Square Deal for Sports Act") which would place only the purely business aspects of professional baseball, football, basketball and hockey under the jurisdiction of the antitrust laws, but not include certain internal facets of the sports themselves.

Rep. John W. Byrnes (R-Wis.) last week introduced a bill (HR 6877) identical to that of Rep. Keating.

Sports business practices, such as the operation of radio and television contracts and broadcasts, would be subject to the antitrust laws under his bill, Rep. Keating said.

To be exempted from the jurisdiction of the four U. S. antitrust laws (Sherman Act, Clayton Act, Federal Trade Commission Act, and Robinson-Patman Antidiscrimination Act) are the following facets of the professional team sports:

- "Playing rules of the game;
- Organization of leagues and associations;
- Contracts and agreements between leagues and between clubs relating to the rights of the parties to such contracts or agreements to operate within specified geographical areas; and
- Employment of players."

Stating that "the middle ground charted in my bill represents the sound course," Rep. Keating also pointed out that he makes special provision guaranteeing the rights of players to bargain collectively "for their mutual aid or protection."

The New York congressman's bill is the fifth to be introduced involving professional team sports and the antitrust laws. All have been offered since the U. S. Supreme Court ruled in February that professional football was subject to the antitrust laws [B•T, March 4].

Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee to which all of the bills have been referred, has called for hearings on the matter, probably to be held next month [B•T, March 25]. Reps. Keating, a subcommittee member, and Patrick J. Hillings (R-Calif.), a member of the parent House Judiciary Committee, urged the hearings, at which sports leaders and officials and some players are expected to testify.

First congressman to introduce sports-antitrust legislation this session was Rep. Hillings, whose bill—introduced Feb. 26—would place professional baseball under antitrust laws.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, followed Feb. 27 with a bill to exempt football, baseball, basketball and hockey from antitrust laws' jurisdiction.

Then Rep. Celler introduced a bill March 1 to place baseball and all other professional team sports under the antitrust laws.

Asserting, "Congress has a mandate to clear up the muddled situation left in the wake of the recent Supreme Court decision . . .," Rep. Keating said: "I do not believe the solution to this problem lies in subjecting these specialized businesses to antitrust control any more than it lies in freeing them completely from such regulation. The middle ground charted in my bill represents the sound course."

Noting that "with few exceptions . . . sports are doing a good job of ruling their own roosts," the congressman declared, "we should keep the long arm of the federal government out of their affairs as much as possible."

Firms Charged With Selling Phony Color Tv 'Adapters'

THE Federal Trade Commission last week issued complaints against three distributors for falsely claiming that tv screen plastic adapters which they sell will produce the same visual effects as color television, reduce eyestrain and eliminate such difficulties as haziness, glare, and "snow" from screens.

The distributors and the names of their products are:

J. David Paisley, who trades as J. David Paisley Co., St. Louis, Mo.—"Wonder Vue"; Harry G. Kriegel, trading as Superior Products, New York City—"Color V", and Alrich Mfg. Co. Inc., Great Neck, Long Island, N. Y., and Judith Gleichenhaus, an officer —"Color Pix."

The similar device sold by the three firms consists of a "sheet of transparent plastic" which is fastened to the tv screen and sprayed wih orange paint blending into green at one border and blue at the opposite border.

FCC Denies Three Protests Against KTVI Ch. 2 Operation

IN denying three protests against the grant to KTVI (TV) St. Louis of temporary authority to operate on ch. 2, the FCC last week ruled that a protest of the temporary authority is not allowable under the Communications Act.

The protests had been lodged by Louisiana Purchase Co., an applicant for the channel, KWK-TV St. Louis and ch. 10 WTHI-TV Terre Haute, Ind., which has applied for ch. 2 in Terre Haute. Ch. 2 was deleted from Springfield, Ill. (which got ch. 36 in return), and reassigned to St. Louis and Terre Haute by the Commission late in February [B•T, March 4].

Temporary authority was given KTVI (which was assigned ch. 36), the FCC said, to expedite the use of ch. 2 in St. Louis and ch. 36 in Springfield. Granting the stay also would defeat the purpose of its action, the FCC said.

Also denied was a petition by Louisiana Purchase to operate on ch. 2 pending a final grant of the facility. The petitioner has no outstanding authorization which could be modified to specify operation on ch. 2 and has made no showing warranting a conditional grant, the Commission said.

Moulder Subcommittee Plans To Start Agency Probe in May

THE HOUSE Special Legislative Oversight Subcommittee will begin "active work" soon after May 1 on its sweeping probe of some 16 federal regulatory agencies and their administration of the laws creating them, Rep. Morgan M. Moulder (D-Mo.), subcommittee chairman, announced last Thursday after the group's first meeting.

A detailed, objective investigation of both the internal and the public workings of the agencies—including the FCC and the FTC—was promised after the House passed a resolution April 11 allotting $250,000 for the subcommittee's probe [B•T, April 15]. Broadly, the purpose of the investigation is to examine the execution of laws by specific regulatory agencies to determine whether they are being properly administered as Congress so intended, Rep. Moulder noted.

In a statement following the subcommittee's initial meeting, the group asserted that the probe would ascertain whether the agencies' laws are "being executed in the public interest" and whether these laws "have been or are being interpreted by rule or by internal procedures to enlarge the area of regulation beyond that intended . . ."

Details of the investigation will include a review of each agency's original laws and amendments enacted by Congress; the size of the field regulated by each law; the legislative standards in the laws with a view toward reducing administration discretion; the agency's rules and regulations issued by discretion; its administrative interpretations and practices apart from formal regulations; the publicity given to discretionary procedures; the judicial decisions on the agency's administration of its laws; the enforcement of regulations, rules and statutes; the organization of the agency to determine its bipartisanship; the qualifications and capacity of its staff, and the workload distribution among its personnel.

"We probably will hire an investigative staff of some seven or eight lawyers, and from 10 to 15 clerical people," Rep. Moulder noted. "The proper selection of qualified personnel is one of the subcommittee's most important tasks," he said.

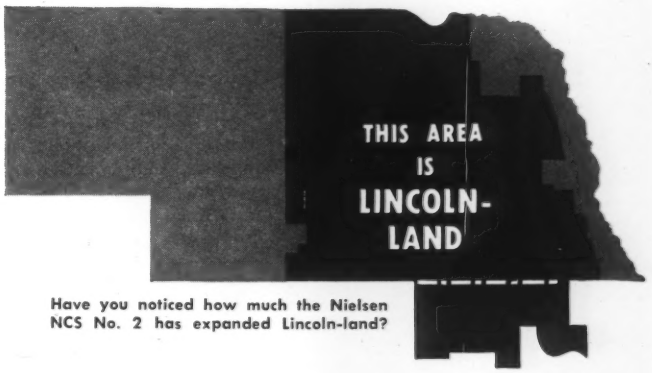
The Special Legislative Oversight Subcommittee is part of the House Interstate & Foreign Commerce Committee.

WTVI (TV) Denied Educational V

AN ATTEMPT by ch. 19 WTVI (TV) Ft. Pierce, Fla., to secure educational ch. 3 Tampa-St. Petersburg, Fla., for commercial use failed last week when the FCC denied the dark uhf station's proposal.

WTVI had asked that ch. 3 be shifted to Ft. Pierce and that its cp be modified to specify operation on ch. 3. In denying the petition, the Commission pointed out that Florida West Coast Educational Tv Inc. has applied for an educational station on ch. 3 [B•T, April 15]. The need for educational operation of the channel outweighs any new service that would be provided by commercial use, the FCC stated.

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

MERCHANDISE OFFER PROVES KOLN-TV PULLING POWER!

Last January, Gooch Milling Company made identical offers of a Cake Decorator Set over a number of TV stations in the Nebraska-Kansas-Iowa area. The tremendous pulling power of KOLN-TV was clearly demonstrated—securing the greatest number of orders at a considerably *lower cost per order* than any other station.

CAKE SETS ORDERED AS OF FEBRUARY 23, 1957

Station	Cake Sets Ordered	Station	Cake Sets Ordered
KOLN-TV	2,924	Station E	1,184
Station B	1,462	Station F	783
Station C	1,420	Station G	512
Station D	1,292		

With the same offer and same time allotment, KOLN-TV pulled twice as many orders as the next best station!

KOLN-TV covers Lincoln-Land, a rich 69 county market consisting of 296,200* families with 191,710* TV sets.

KOLN-TV is farther removed from Omaha than Hartford is from Providence . . . or South Bend is from Fort Wayne.

Latest ARB, Telepulse and Videodex surveys all show KOLN-TV dominates the Lincoln-Land audience.

Avery-Knodel has all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

*See NCS No. 2

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND —NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

FTC Probers Allege False Tranquilizer Ads

THE FTC's monitoring of radio-tv commercials has revealed alleged false advertising and sale of over-the-counter bromide products as "tranquilizers," Harry A. Babcock, the Commission's investigation director, said in testimony April 12 before the Senate Independent Offices Subcommittee.

The Post Office Department, which "has liaison" with the FTC on ad regulatory activities, already is investigating several cases of false advertising of bromides as "tranquilizers" with a view toward charging such firms with fraud if they use the mails for their business, Mr. Babcock said.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate subcommittee (part of the Senate Appropriations Committee), presided at the agency budget hearings which included FTC testimony by Mr. Babcock; Chairman John W. Gwynne; Alex Akerman Jr., the Commission's executive director; William P. Glendening, chief of the budget and finance division, and Earl W. Kintner, FTC general counsel.

Mr. Babcock noted that the FTC's ad monitoring program has discovered false spot commercials on small market radio and tv stations, in addition to the network programs which the Commission's Washington staff regularly surveys.

The FTC will be able to continue monitoring as many programs under its '58 fiscal year budget as it has done this year, Mr. Gwynne told the subcommittee, which also heard his testimony urging the restoration of $34,500 to the Commission's proposed budget for travel expenses. Before sending the Independent Offices Appropriations bill (HR 6070) to the Senate subcommittee, the House Appropriations Subcommittee lopped off $300,000 from the proposed fiscal '58 budget of $8,950,000 for the FTC [B•T, March 25].

Although a release from Sen. Magnuson's office stated that the senator had urged a stepup in the FTC's monitoring drive [B•T, April 15], Mr. Babcock said later that the senator did not call for such an increase at the hearing, and that the Commission probably will maintain its present "speed" in the program "unless more money were allotted for this specific purpose."

Mr. Akerman noted the progress made in checking radio-tv commercials, citing the first complaints issued by the FTC against three firms early this month [B•T, April 1].

The Commission executive director said he thought the "work will increase" because "we are getting nationwide coverage on it." The advertisers will really take notice of this FTC drive, he told Sen. Magnuson and the subcommittee.

Mr. Akerman stated, however, that swifter action should be taken by the FTC against advertisers if the monitoring program is to be more effective.

The FTC probably will "get even greater coverage on television and radio next year with the same amount of money" allotted for the drive, he said.

Texas Tech Alone for Ch. 5

C. L. TRIGG has withdrawn his application for ch. 5 Lubbock, Tex., in favor of the other applicant, Texas Tech College, and was paid $25,000 as "partial" reimbursement for expenses incurred in prosecuting his application.

Mr. Trigg had sought the channel for commercial use; the college for educational purposes. A hearing between the two applicants was scheduled to begin this week. His application was withdrawn, Mr. Trigg said, so a third service may be provided the area as soon as possible. Now on the air in Lubbock are ch. 11 KCBD-TV and ch. 13 KDUB-TV.

YOUTH CONVINCES FCC EXAMINER, IN SPADES

HERE is one teen-ager who belies the prattle that "teen-ager" means juvenile delinquent. High school junior Joe Tom Easley has become the newest broadcasting entrepreneur in the Southwest.

Fifteen-year-old Joe Tom of Eagle Pass, Tex. (pop. 7,276) has been broadcasting nearly two years on XEMU across the border in Piedras Negras, Coahuila, Mexico. Joe Tom was buying time on the station and selling spots to local merchants. All was going well until he applied to the FCC for a remote transmitter. The Commission said a hearing was necessary and Joe Tom came to Washington.

Hearing Examiner J. D. Bond a fortnight ago issued an initial decision favoring the youthful six-footer's application. The examiner was so impressed by the boy's exemplary demeanor he used this unprecedented encomium to describe Joe Tom: "He represented himself at the hearing with dignity, obvious sincerity and competence. Although this lad is not experienced in legal or administrative proceedings, he exhibited forthrightness, candor and comprehension throughout his earnest endeavor in the hearing to eradicate the misunderstanding of his status which precipitated the hearing. It is intended here to state the finding that the applicant's testimony at the hearing gave every indication of truthfulness; he attentively listened to questions, deliberated where necessary upon the meaning thereof, and with neither garrulity nor evasion in speech or manner provided the information which he believed was sought by the issues and the questions."

When asked about necessary Mexican authorization Joe Tom said, "They say Mexico law is a lot harder than FCC law —but it couldn't be."

Radio-Tv Equality Bills Die On Shelves in N. Y. Legislature

AN eleventh-hour move to repeal the controversial Section 52 of the New York State Civil Rights Law (in the form of two separate bills introduced March 25 in the state assembly and senate) have died "in committee." The bills called for an end to discrimination between newspaper and radio-tv film coverage of hearings in which compulsory testimony is involved by demanding "equal access" by all media. [B•T, April 1].

Commenting on the defeat of the bills—which won't come up again for discussion and possible action until the next legislature convenes in 1958—John Titus, legal counsel for the New York State Assn. of Radio & Television Broadcasters, said "There just wasn't enough time. . . . We had four days."

The freedom of information committee of the Radio-Newsreel-Television Working Press Assn. of New York, which sponsored the bills, found it "deplorable" that the senators and assemblymen "could not find time to deal with this vital legislation before the end of the session."

Speaking for the association, WRCA-AM-TV New York News Director Gabe Pressman noted: "Next year is a state election year and it is expected that both Democratic and Republican legislators will make every effort to put their cases for election or re-election before the public on television, radio and in the newsreels. In recognizing the importance of the media for their campaigns they will demonstrate their understanding of its inherent ability to inform people. We hope that in the next session of the legislature, they will help these media to increase their journalistic effectiveness by repealing the iniquitous law."

The law was passed in 1952, shortly after the Kefauver Crime Committee hearings. It bans from such hearings as require compulsory testimony any and all newsreel, radio and television reporter, but permits access to the hearing chamber of newspapermen.

Roosevelt Ponders Jurisdiction For Probe of ASCAP-BMI Hassle

DOUBT has arisen on Capitol Hill on whether a House Small Business subcommittee (on distribution problems) headed by Rep. James Roosevelt (D-Calif.) has the proper jurisdiction for the group's proposed probe into intra-ASCAP disputes and the long-standing ASCAP-BMI squabble.

Joseph L. Nellis, special counsel for the Roosevelt unit, said Rep. Roosevelt and Rep. Wright Patman (D-Tex.), chairman of the parent House Small Business Committee, have been consulting with Rep. Emanuel Celler (D-N.Y.), chairman of the House Antitrust Subcommittee, on whether such a probe by the small business unit might be an invasion of the antitrust functions.

Rep. Roosevelt earlier had promised that his subcommittee would investigate complaints of individual ASCAP members against the organization's methods of distributing royalties and also would go into ASCAP's charges that broadcasters discrim-

inate against ASCAP music in favor of BMI music [B•T, March 25].

The antitrust unit headed by Rep. Celler held extensive hearings into the ASCAP-BMI feud last September and a report is expected shortly.

Artificial Ion Layer Planned To Test Distance Tranmission

THE earth satellite's mate—a gas cloud—is going to be sent aloft sometime in July as an experiment to see whether a man-made ionospheric layer can be utilized for long distance radio transmission.

The announcement was made last week by the Radio Propagation Lab. of Stanford U., Palo Alto, Calif. Sometime in July, the university announced, an Aerobee rocket will be fired from Holloman Air Development Center, Alamagordo, N. M. The rocket will carry gas which will be released at the top of the rocket's flight, about 70 miles up. The gas will react with the atmosphere to form an ion layer similar to the natural ionosphere, capable of reflecting what were described as tv and radar waves.

Radio amateurs within a 700 mile radius of the cloud will beam messages to each other and attempt to accomplish skywave transmission via the artificial ionized cloud, using 14 mc, 21 mc, 28-29 mc, 50-54 mc and 144-148 mc. The cloud will be tracked by radar. The project is known as Operation Smoke Puff, and includes participation of the U. S. Air Force as well as Stanford and radio hams.

Trimmed '58 Fiscal USIA Budget Of $106.1 Million Passes House

THE HOUSE last Thursday ignored President Eisenhower's pleas and passed by voice vote a heavily-slashed appropriation of $106.1 million for the United States Information Agency for the 1958 fiscal year. Its passage of the bill sustained a 26% cut levied on the proposed $144 million USIA budget by the House Appropriations Committee.

The agency's appropriation was included in a $563,799,793 money bill to operate the USIA, the State and Justice Departments, federal courts and a special Presidential fund during the 12 months beginning this July 1.

The Senate Appropriations Committee is scheduled to open hearings on the bill (HR 6871) April 29, with Secretary of State John Foster Dulles slated to be the first witness.

Communications Powers to Gray

PRESIDENT Eisenhower last week delegated to Defense Mobilizer Gordon Gray his war-time powers over communications, including the right to establish a system of telephone and telegraph priorities, and other authorizations for the "effective use of communications" for national defense. The White House emphasized that the delegated authority does not extend to censorship of communications. The President's war-time powers over communications are contained in Sec. 606 of the Communications Act of 1934.

Five Ams Granted; Examiners Issue Initial Decisions on 4

THE FCC last week granted five construction permits for new radio stations. Other actions included four initial decisions recommending new am grants.

The grants included:

Mountain Home, Idaho—Mountain Home Radio Inc., 1240 kc, 250 w unlimited. Permittee owners are Lou Clemens 38.5%, employe of KYME Boise, Idaho; Roger L. Hagadone 22%, vice president of KYME, and Richard K. Mooney 21.5%, president of KYME.

Hasting, Mich.—Donald G. Garey, 1220 kc, 250 w directional antenna daytime. Mr. Garey has motion picture theatre and grocery interests in Hastings.

Livingston, Tex.—Polk County Broadcasting Co., 1440 kc, 1 kw daytime. Polk owners include Robert M. Sutton 45%, employe of KTRK-TV Houston, Tex., Harold J. Haley 45%, business interests, and Donald L. Gulihur, 5%, engineer at KTRK-TV and KTRH Houston.

Bellevue, Wash.—Bellevue Broadcasters, 1330 kc, 1 kw directional antenna daytime. Bellevue owners are R. Kemper Freeman 83.34%, business interests, and Mrs. Florence G. Hayes 16.66%, nurse.

Douglas, Wyo. — Douglas Broadcasting Inc., 1050 kc, 250 w daytime. Douglas principals include J. Howard Jones 17%, employe of KTHE Thermopolis, Wyo., Elmer Tanner 25%, stockman-farmer, Luke McNeil 25%, sheep rancher, and Joe C. McNeil 8.33%, manager of KTHE.

Initial decisions issued:

Hearing Examiner H. Gifford Irion issued an initial decision favoring Placer Broadcasters for a new am station in Auburn, Calif. The applicant for 950 kc, 500 w directional antenna daytime is equally owned by Donnelly C. Reeves, general manager of KMOD Modesto, Calif.; A. Judson Sturtevant Jr., stockholder of KMOD, and John E. Griffin, attorney. Examiner Irion ruled the proposed operation of the applicant would not interfere with KROW Oakland, Calif. (protestant in hearing).

Hearing Examiner Thomas H. Donahue issued an initial decision which favors the application of Polk Radio Inc. for a new am station in Lakeland, Fla. W. H. Martin (52% owner of WMEN Tallahassee, Fla.) is 96.6% owner of the application for 1330 kc, 1 kw daytime in that city. The examiner decided Polk's equity should protect its application and made the grant over the protest of the Broadcast Bureau. The Broadcast Bureau had recommended that the Polk application be returned to the processing line.

Examiner Irion also favored Town & Country Broadcasting Inc. for a new am in Rockford, Ill. Town & Country has asked for 1150 kc, 500 w directional antenna daytime. Owners of the application are John R. Livingston, majority stockholder of WPEO Peoria, Ill., and David T. Pritchard, assistant manager of WPEO. The examiner ruled the need for this service outweighed the need for service that would be lost by interference with WJJD Chicago.

Hearing Examiner Hugh B. Hutchison issued an initial decision favoring Craig Siegfried for a new am station in Falls City, Neb. Mr. Siegfried, owner of KIMO Independence, Mo., is asking for 1230 kc, 100 w unlimited. The examiner ruled that the need for the proposed service outweighed the service to be lost by objectionable interference to WREN Topeka, Kan., and KFOR Lincoln, Neb.

McFarland Letter to Macri Poses Overlap in WSTN Buy

BY A 4-3 vote, the FCC last week sent a McFarland letter to Carmen Macri indicating the necessity of a hearing on Mr. Macri's $44,000 purchase of WSTN St. Augustine, Fla., from James D. Sinyard.

The Commission said Mr. Macri owns 100% of WSUZ Palatka, Fla., and WQIK Jacksonville, and that considerable overlap exists between both stations and WSTN. The Commission majority ruled that a hearing is necessary because of this purported overlap. Voting in favor of the sale without a hearing were Comrs. George C. McConnaughey, John C. Doerfer and T. A. M. Craven.

A fortnight ago [B•T, April 8], it was announced that Mr. Macri is buying WJHP-AM-FM Jacksonville for approximately $225,000 from the *Jacksonville Journal* and in turn is selling WQIK to Marshall Rowland and Edison Casey for $150,000.

Sen. Magnuson Enters Bill On Upkeep of Unused Towers

A SECOND BILL (S 1874) to require owners of abandoned or unused radio-tv towers to maintain them by painting and/or illuminating as "prescribed by the FCC for air navigation safety" has been introduced in the Senate by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee.

A similar bill (HR 6746) was introduced in the House April 8 by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee [B•T, April 15]. Both bills, entered at the request of the FCC, would amend Sec. 303 (q) of the Communications Act of 1934, and would require owners to maintain their towers until they are dismantled.

In introducing his bill, Sen. Magnuson cited a letter from FCC Chairman George McConnaughey requesting the legislation.

In his letter, Mr. McConnaughey noted the danger from the "steadily increasing number of tall antenna towers, particularly those over 1,000 feet, which, if left unmarked and standing at any future time, would present a serious hazard to safety in the field of aviation."

The FCC chairman said that the dangers of ill-kept towers are much greater today because of the higher speeds of modern aircraft and the greater height of present radio and tv towers. The towers are of latticed construction and thus are less readily visible than are solid structures, he said.

WKOX

Framingham, Massachusetts

"The Hi-Fi Sound of Progress"

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Area in New England

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For 10 years WKOX has been saturating this area with Music, News, Public Service and, not at all incidentally

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Rebel Hollywood Musicians Win Right to See Movie Agreements

HOLLYWOOD musicians who are rebelling against the trust fund policy of the American Federation of Musicians last week won the right to examine all labor and trust agreements negotiated by the AFM with motion picture companies calling for trust fund payments based on either the production of films for tv or the sale of theatrical films for tv use.

Justices of Division 1, California District Court of Appeals, Los Angeles, denied a petition of the AFM for a writ of prohibition which would have barred the rebel musicians from examining the labor and re-use contracts the national union has negotiated with the producers of films used originally or subsequently on tv. Ruling marks a victory for the Hollywood group in their legal battle to force a reversal of the AFM's present policy, so that fees which the film and record companies now pay into the trust fund will instead go to the individual musicians employed in the making of films and recordings.

Group is awaiting a decision of Division 2 of the Court of Appeals on the question of jurisdiction of the State Superior Court on a motion for an injunction to prevent employers in California from making payments to the trust fund trustee in New York pending the outcome of a court hearing of the facts in the basic dispute between the parent union and the Hollywood members [B•T, Feb. 25].

Harold A. Fendler, attorney for the plaintiff musicians, said he is going to New York to take depositions from AFM President James C. Petrillo; Leo Cluesmann, secretary; George V. Clancy, treasurer, and Samuel R. Rosenbaum, trustee of the Music Performance Trust Funds, May 7-9.

AFTRA Seeks Record Code Change

THE American Federation of Television & Radio Artists (AFTRA) last week conferred with representatives of major record companies in an attempt to revise the Phonograph Code. The major proposal by AFTRA was reported to be the setting up of a welfare and pension plan for recording artists similar to the ones the union has negotiated with the networks and transcription companies. The union is also seeking an approximate 25% increase in fees.

Publicists Local 818 Signs CBS

CBS publicists in Hollywood won wage increases, a division between juniors and seniors and an escalator clause providing automatic increases at the end of the first and second years of employment in both groups, in a new three-year contract agreed on by CBS and Local 818 of the Publicists Assn., a division of IATSE.

Covering the 21 employes of the CBS radio and tv publicity departments in Hollywood, the new contract calls for junior publicists to receive $110 a week the first year, $120 the second and a top scale of $132.50 the third, while the senior scale starts at $135, goes to $145 the second year and $162.50 after that. The contract, negotiated by groups headed by Eugene Purver, CBS West Coast director of public relations, and Lloyd Ritchie, business agent for the union, is retroactive to Jan. 1, 1957.

AFTRA, IBEW Talk Contracts With Los Angeles Stations

NEGOTIATIONS of the independent radio stations of greater Los Angeles for new contracts with AFTRA and IBEW to succeed those expiring April 30 [B•T, April 1] are continuing after a week's interruption to permit the broadcasters to attend the NARTB convention in Chicago and, in the case of AFTRA, for a second week (last week) while Claude McCue, western regional director of AFTRA, was in New York for conferences in connection with the new AFTRA phonograph recording code.

IBEW membership will meet Wednesday to hear from Leo Phillips, business manager of the local, the counter proposal of the station operators to the union's demands. Mr. Phillips will then report the reaction of his membership to the employers at a meeting not yet scheduled but probably to be held before the end of the week.

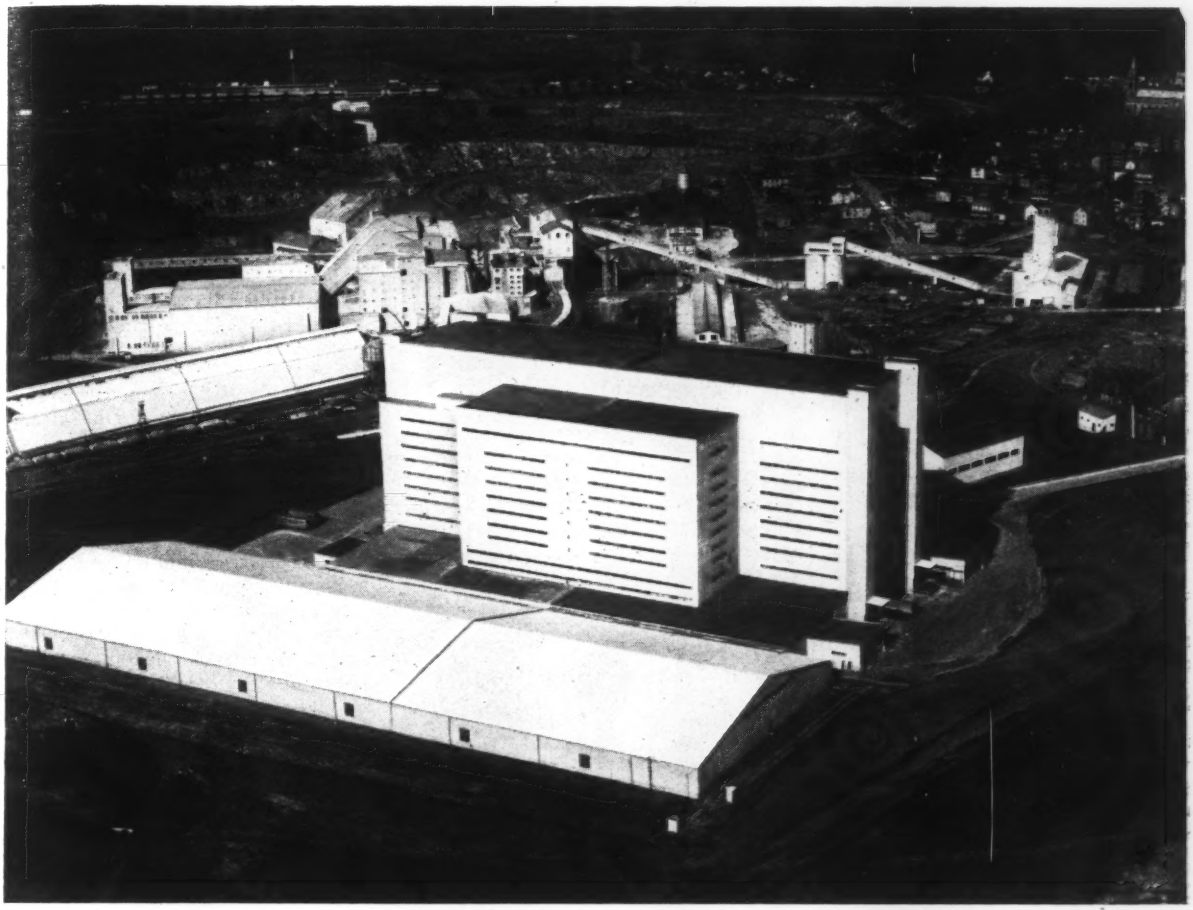
Meanwhile, KMPC has independently reached a tentative agreement with IBEW negotiated along the lines of that which KSFO San Francisco has with NABET there (both KMPC and KSFO are owned by Golden West Broadcasters), a somewhat different basis of arriving at the contract's terms than is being used in the general negotiations, Mr. Phillips said. KMPC's tentative agreement is for the same wage scale now paid by KSFO—$150 the first year, $155 the second and $160 the third, representing an immediate increase of $14 from the present $136 a week paid to KMPC's technical employes.

KDAY Santa Monica has completed only one year of a two-year contract with IBEW and so is not involved in the general negotiations and KFOX Long Beach has withdrawn on the basis that it is outside the area, Mr. Phillips said. IBEW and AFTRA will jointly negotiate new contracts with KFOX, he said.

In another joint operation, IBEW and NABET plan to combine forces in negotiating new contracts for the technical employes on San Diego's two tv stations, KFMB-TV and KFSD-TV. Present contracts expire this fall.

Desilu Group Votes for Union

WHITE-COLLAR workers at Desilu Productions, Hollywood, selected Office Employes International Union (Local 174) as their bargaining agent by a vote of 32 to 1 with 8 of the 41 eligible employes not voting, at an election conducted last Monday by National Labor Relations Board. If neither side protests the election within a week, the union will be certified by NLRB as bargaining agent for the group. Normal procedure is for contract negotiations for the group to begin between company and union shortly after that time.



. . . AND GROWING BIGGER

IN QUEBEC — Johns-Manville's new asbestos fibre mill at Asbestos, Quebec, was the world's largest when only *half* completed! Now it is in full operation, but *additional* capacity will soon be added!

Highlights

CAPITAL EXPENDITURES

Since World War II—$190 million. Capital expenditures in 1957 are expected to come to about $35 million.

SALES

In 1954 sales of J-M's more than 400 product lines totalled $253 million—in 1955 $285 million—and in 1956 sales increased to $310 million.

EARNINGS

Net earnings after taxes have increased from $16.7 million in 1954 to $23.5 million in 1955 and to $25 million in 1956.

ELSEWHERE — Johns-Manville's long-range program of expansion saw last year the completion of

A NEW ASPHALT ROOFING PLANT
A NEW SYNTHETIC SILICATES PLANT

Other projects now under way include

TWO NEW TRANSITE® (ASBESTOS-CEMENT) PIPE PLANTS
TWO NEW INSULATING BOARD PLANTS
A NEW FLOOR TILE PLANT
A NEW HARDBOARD PLANT
EXPANSION OF TRANSITE PIPE CAPACITY AT FOUR PLANTS
EXPANSION OF FRICTION MATERIALS CAPACITY
EXPANSION IN ELECTRICAL AND INDUSTRIAL TAPES AND RUBBER PRODUCTS

All these projects in the United States and Canada will represent an investment of $85 million.

Johns-Manville

JOHNS-MANVILLE JM PRODUCTS

Serving Homes and Industry since 1858

BMI RADIO CLINIC SCHEDULE SET

SEVENTH annual series of BMI radio clinics begins this Saturday with sessions in the Olympic Hotel, Seattle, and the Chase Hotel, St. Louis, where a capsule clinic will be presented for the convention of American Women in Radio & Television. On Monday (April 29), the series gets under way with three teams traveling simultaneously for the first two weeks and two teams traveling simultaneously thereafter until all 40 clinics are concluded with the Glenwood Springs, Colo., sessions, June 21.

Each team will be accompanied by a BMI executive from the New York office, either Carl Haverlin, Russell Sanjek or Glenn Dolberg. Traveling teams of broadcaster-speakers will be supplemented by speakers from the area where each clinic is held. Afternoon sessions will be conducted informally so those who wish may participate by query or contribution. As usual, BMI field representatives will act as clinic chairmen.

Typical subjects for clinic talks are: "What Is the Future of Radio Programming: Is Radio Drifting or Forging Ahead?"; "Impact of Local News"; "Power of Program and Station Promotion"; "Programming to the Daytime Women's Audience"; panel and discussion on "One of Our Best Program Ideas," etc.

This year state broadcaster association presidents are urging managers to run their stations on a clinic day with a skeleton crew to allow attendance by the manager, program director and staff members.

The BMI radio clinic schedule follows:

April 27—Olympic Hotel, Seattle.

April 29—Marion Hotel, Little Rock; Sheraton Hotel, Rochester, N. Y.; U. of Oregon, Eugene.

May 1—Emerson Hotel, Baltimore; Tiger Hotel and U. of Missouri, Columbia, Mo.; St. Francis Hotel, San Francisco.

May 3—Sportsmen's Lodge, North Hollywood, Calif.; Brennan's Restaurant, New Orleans; Frederick Hotel, Huntington, W. Va.

May 6—Dinkler-Jefferson Davis Hotel, Montgomery, Ala.; Safari Hotel, Scottsdale, Ariz.; Leland Hotel, Springfield, Ill.

May 8—Dinkler Plaza Hotel, Atlanta, Ga.; Indianapolis Athletic Club, Indianapolis; Alvarado Hotel, Albuquerque, N. M.

May 10—San Juan Hotel, Orlando, Fla.; Olds Hotel, Lansing, Mich.; Commodore Perry Hotel, Austin, Tex.

May 13—Holiday Inn, Oklahoma City; Columbia Hotel, Columbia, S. C.

May 15—Baker Hotel, Hutchinson, Kan.; Hotel Sir Walter, Raleigh, N. C.

May 17—McCloud Hotel, York, Neb.; Patrick Henry Hotel, Roanoke, Va.

May 20—Deshler Hilton Hotel, Columbus, Ohio; Plankinton Hotel, Milwaukee.

May 22—Hotel Fort Des Moines, Des Moines; Hotel Seelbach, Louisville.

May 24—Heidelberg Hotel, Jackson, Miss.; Andrew Jackson Hotel, Nashville.

June 7—Edgewater Beach Hotel, Detroit Lakes, Minn. (clinic for North and South Dakota and Minnesota).

June 10—Bannock Hotel, Pocatello, Idaho; William Penn Hotel, Pittsburgh.

June 12—Somerset Hotel, Boston; Florence Hotel, Missoula, Mont.

June 14—Poland Spring House, Poland Spring, Me.

June 17—Elks Club, Thermopolis, Wyo.

June 19—Hotel Utah, Salt Lake City.

June 21—Hotel Denver, Glenwood Springs, Colo.

BMI radio program clinic speakers for 1957 include:

J. Frank Jarman, WDNC Durham, N. C.; Marion Templeman, KWPC Muscatine, Iowa; Virgil Sharpe, KOWH Omaha; Katherine Peden, WHOP Hopkinsville, Ky.; Carl E. Lee, WKZO Kalamazoo, Mich.; Frank C. Schroeder Jr., WDZ Decatur, Ill.; Varner Paulson, WIP Philadelphia; Connie Stackpole, WGIR Manchester, N. H.; Merle Tucker, KGAK Gallup, N. M.

Edythe Fern Melrose, WXYZ Detroit; Tom Garten, WSAZ Huntington, W. Va.; Catherine Brandenburg, WREN Topeka, Kan.; Rex Howell, KREX Grand Junction, Colo.; Charles Roeder, WCBM Baltimore; Alice Bahman, WIZE Springfied, Ohio; Don O. Hays, WKAZ Charleston, W. Va.; Leo Morris, KASA Elk City, Okla.; Bill Holm, WLPO La Salle, Ill.; Gloria Brown, KYW Cleveland, Ohio; Drue Smith, WDEF Chattanooga; Charles Balthrope, KITE San Antonio; Ralf Brent, WIP Philadelphia.

Kelly Maddox, WJPO Baton Rouge; Betty Woods, KWFC Hot Springs, Ark.; John M. Outler, WSB Atlanta; Milton B. Henson, WREL Lexington, Va.; Ethel Parker, WELM Elmira, N.Y.; Frank Sisson, WOOD Grand Rapids, Mich.; Marion R. Harris, KGB San Diego; Frances Jarman, WDNC Durham, N. C.; Mig Figi, WAUX Waukesha, Wis.; Hazel Stebbins, KFOR Lincoln, Neb.; Charles Ellis, KCHA Charles City, Iowa; Jack Williams, KOY Phoenix; Ben Sanders, KICD Spencer, Iowa; Virginia Collins, KFMO Flat River, Mo.; W. Frank Harden, WIS Columbia, S. C.

WINNER of RCA Thesaurus' Key Club prize at the NARTB Convention in Chicago a fortnight ago [B•T, April 15]. Tommy Dukehart (c), WAAM (TV) Baltimore promotion director, accepts the keys to a 1957 Dodge car from A. B. Sambrook, manager, RCA Recorded Program Services. Paul Dougherty, Chicago regional manager, Dodge Division, looks on.

Heads of Skiatron Tv, Dodgers Talk Possible Pay Tv Contract

DISCUSSIONS are being conducted between Skiatron Tv, headed by Matthew Fox, and Walter O'Malley, president of the Brooklyn Dodgers, under which the Fox organization reportedly would pay the ball team $2 million annually for five years for exclusive toll television rights (by wire to subscribers' homes) to the Dodger games when and if the team moves to Los Angeles.

A spokesman for Skiatron Tv declined to discuss the negotiations but indicated discussion had been held. He said, "Any talk at this time is premature." An official of the Dodgers said no agreement has been reached but pointed out that Mr. O'Malley has gone on record in favor of pay tv. The ball club has made no official announcement about its plans to move to Los Angeles, but belief has been mounting that the team will leave Brooklyn for Los Angeles by the time the 1958 season starts.

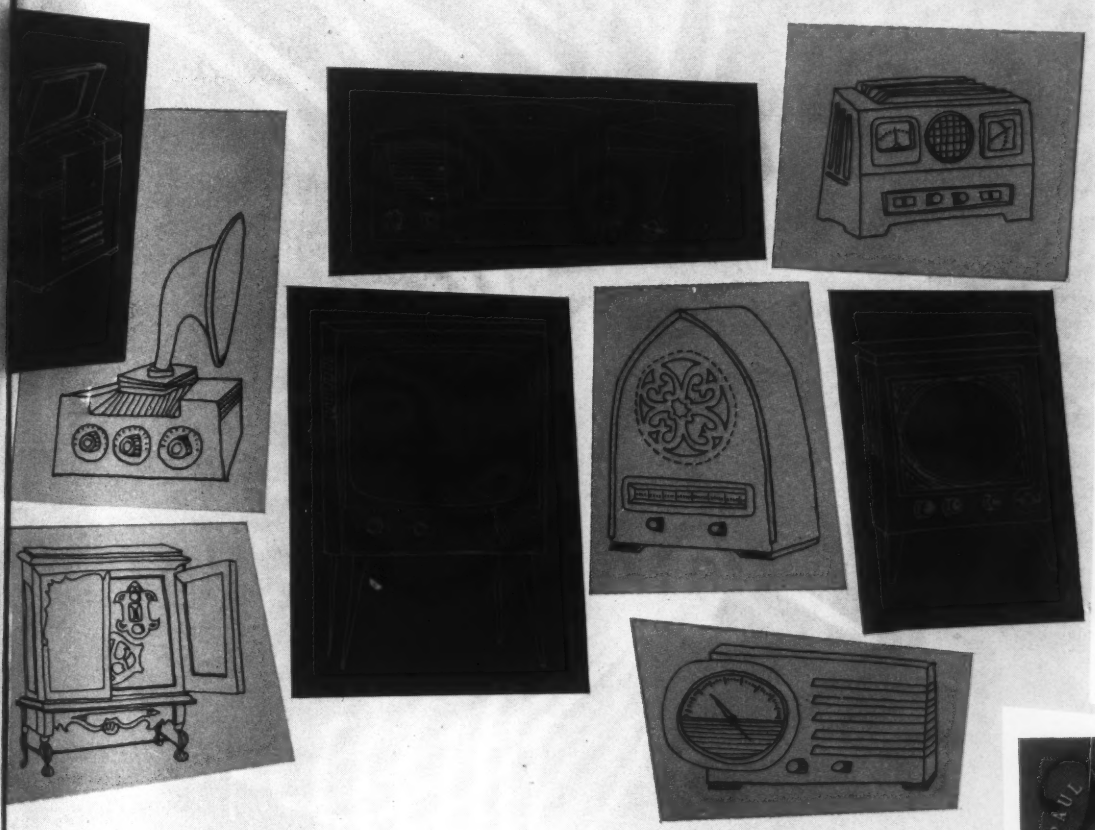
H. M. Moss Now Sole Owner Of Gotham Recording Corp.

HERBERT M. MOSS, president of Gotham Recording Corp., New York, has become sole owner of the radio recording service organization by acquiring an outstanding 50% stock interest previously held by Stephen F. Temmer, Gotham's vice president and chief engineer since its inception in 1950. Mr. Moss also becomes the owner of Memo Productions Inc., New York, while relinquishing his interest in Gotham Audio Development Corp. and 50% of Teldon Radio & Television Productions to Mr. Temmer. Gotham supplies recording studios and facilities to advertising agencies and other organizations; Memo Productions produces network and transcribed radio programs and musical commercial jingles and Teldon produces radio shows for the Voice of America.

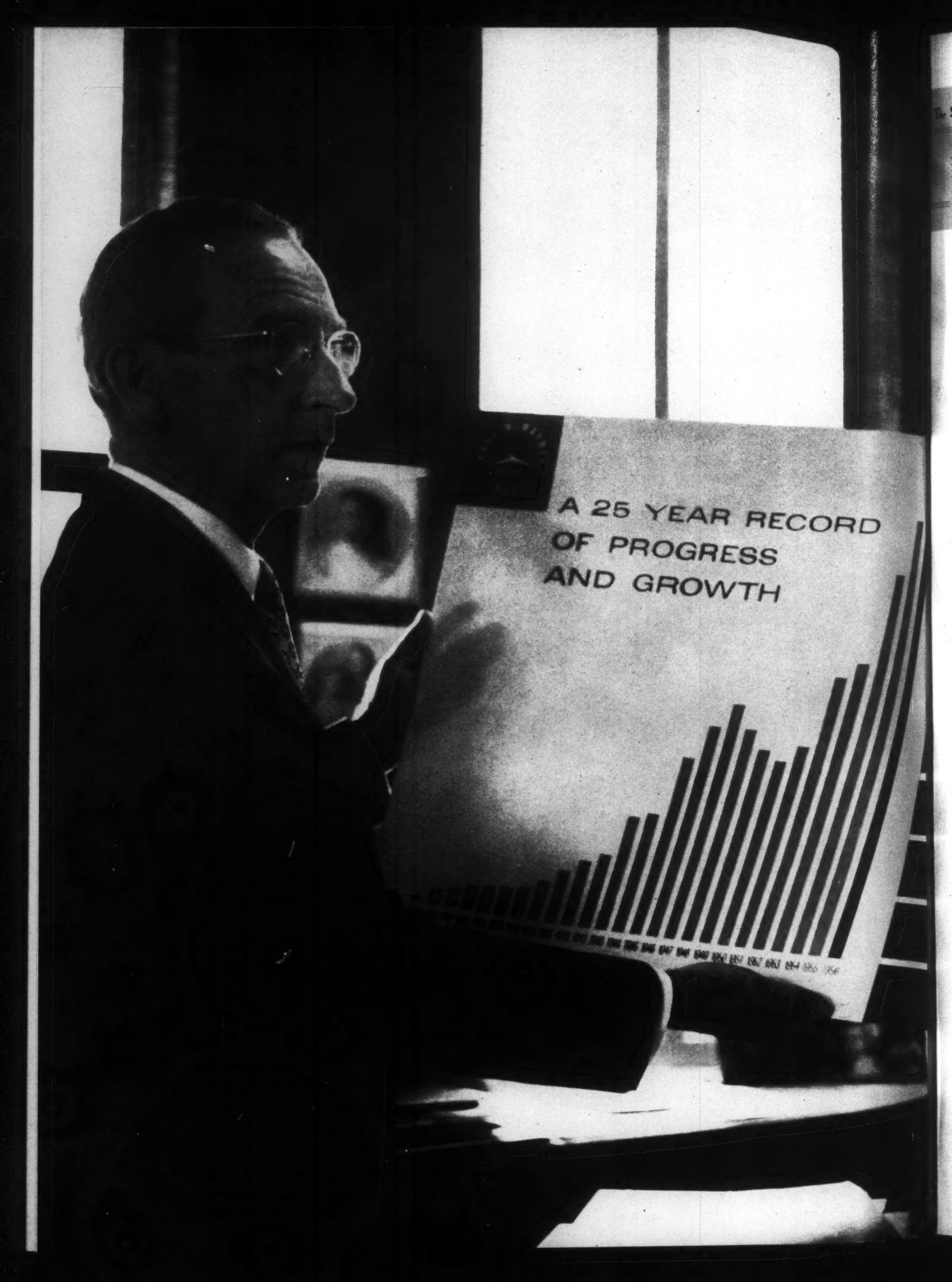
World Bills $125,000 at Chicago

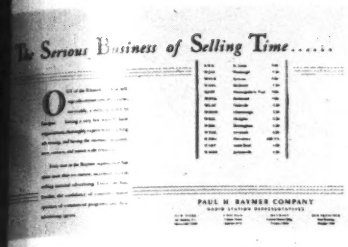
WORLD Broadcasting System signed new and renewal contracts amounting to a total of $125,000 in gross billings during the NARTB convention in Chicago, it was announced last week by Dick Lawrence, general manager of WBS, a Ziv subsidiary. Contracts were signed with 27 radio stations, according to Mr. Lawrence. The majority of stations renewing with World, he said, carried the recent *Voice of Fortune* package and reported to WBS they obtained $25,000 to $40,000 extra in local billings as a result of the quiz series.

The story of time... and a man



PAUL A. RAYMER
EST. 19[illegible]
COMPANY


A 25 YEAR RECORD
OF PROGRESS
AND GROWTH



Out of the jungle that was National Spot advertising 25 years ago there had to emerge a practical system of doing business. But the system didn't just grow by itself; it had to be battled for and sold. National Representation was then unheard of – unknown. More than pioneers, two or three men led the campaign that created the very system of National Representation. Paul H. Raymer was one of these men. Today through this system, a business exceeding one-half billion dollars is done each year.

The story of this man and his company, therefore, begins with the concept of Exclusive Station Representation.

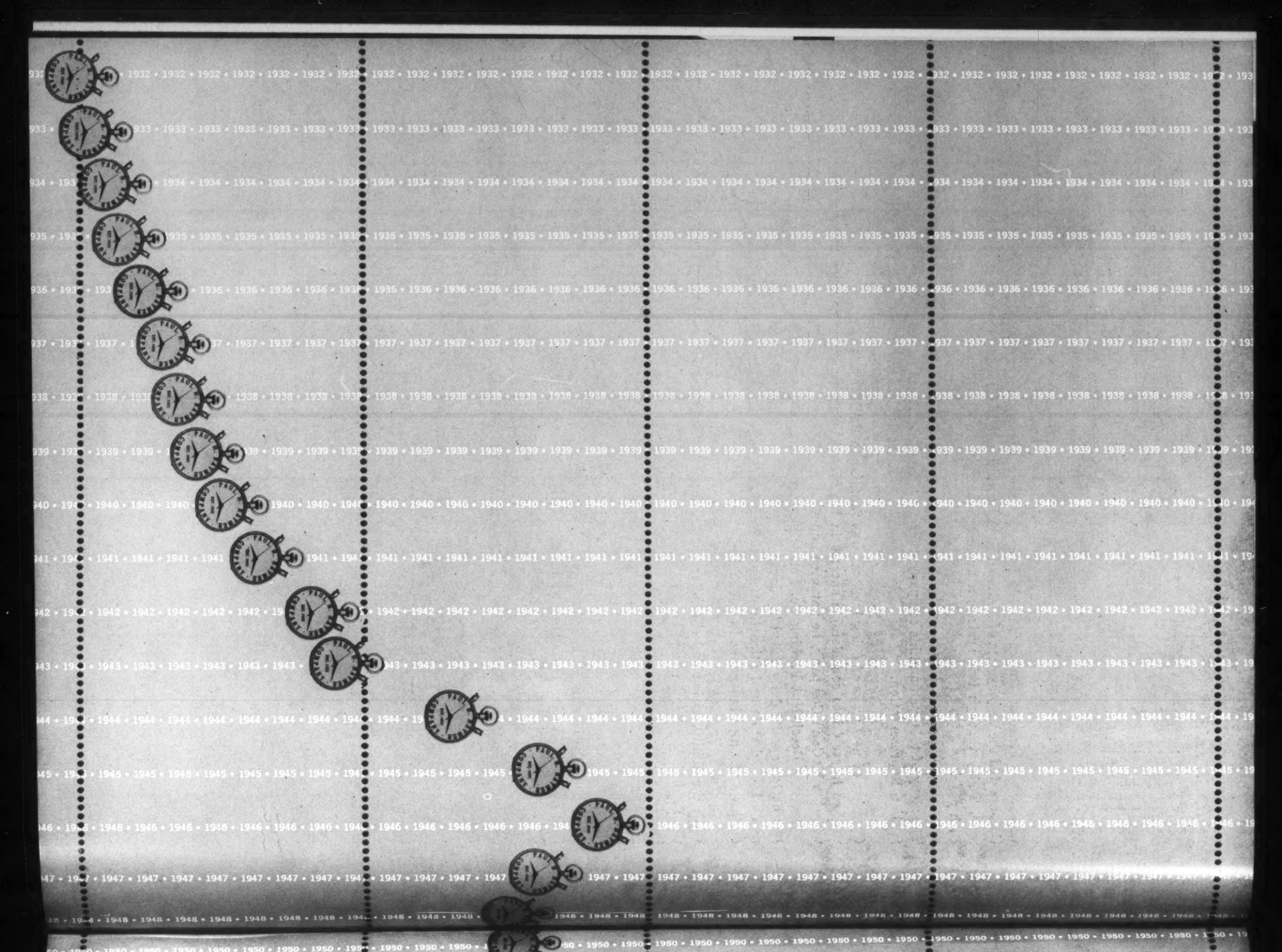
Creation of new ways of doing business was familiar to Paul Raymer. In his 20's he had worked himself into considerable success in top New York advertising agencies. While with the McCann Company, he patented and marketed a new chewing gum which he later sold to the Beech-Nut Packing Co. Following that he created, organized and published a Manhattan special daily called "Today-in-New York." This newspaper had an interesting new editorial style and attractive financial possibilities which were recognized in a concrete way by men important in publishing.

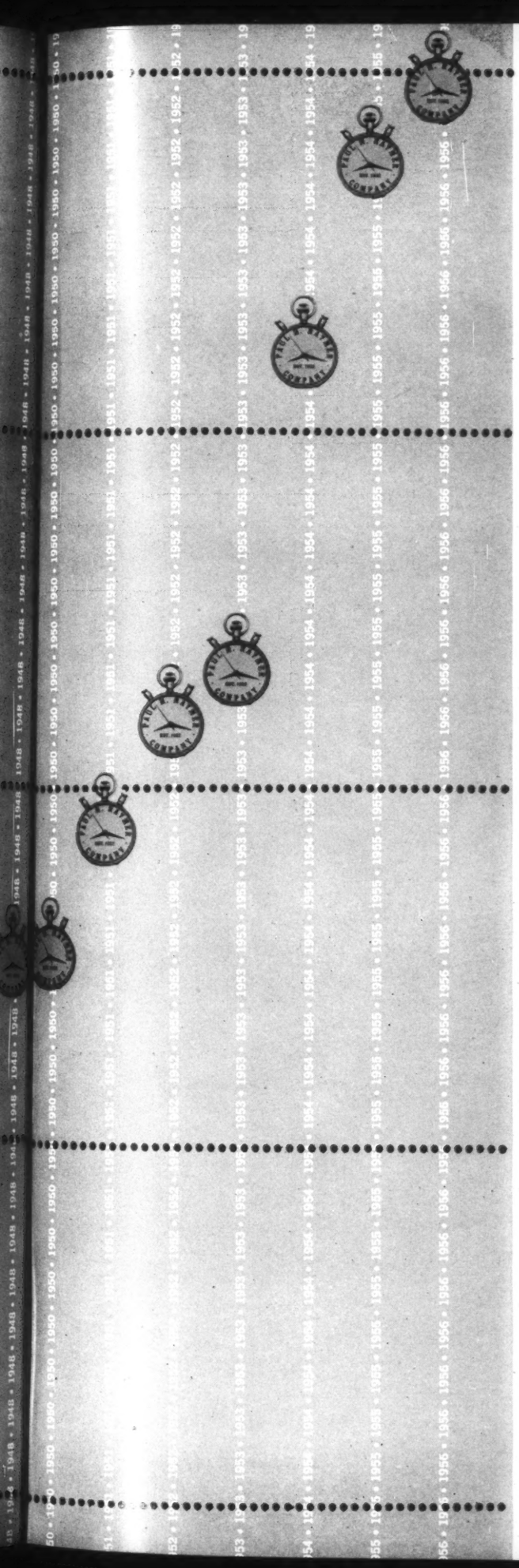
With the ability, vision and character necessary to make a business successful, he formed the Paul H. Raymer Co., and built it into a major National Representation firm. Raymer is duly grateful for the confidence placed in him by the stations he represents. The Company now has offices in seven cities and employs an able staff of carefully selected and highly trained men, whose average age is 37 years.

Perhaps early adventures had some influence on Raymer's business experience. At 16 he took himself West to work a summer in the then little known radium mines of southwest Colorado. He found it a challenging experience. Get him to talk about it sometime. His years at Cornell were interrupted when, although under age, he enlisted in the Navy, earned his commission and wings and became one of the first Naval Aviators flying the old wood and piano wire planes.

What makes the story of the Raymer Company so different, so impressive? Through it all it is easy to see the influence of the advertising agency. Because of his own agency knowledge, Paul Raymer developed great respect for the power of the Agency over all national advertising. Therefore he organized his business to do the most to serve the Advertising Agency and work in harmony with it. Take for example the selection of his salesmen. Aggressive, of course, but truly aggressive, educated, experienced and trained to best get along in their environment–the advertising agency. They must talk the agency language and live the agency man's way of life. So confidence is built. A long record of success is the best proof of the value of this principle.

A man is known by the company he keeps. One of the best ways to know Paul Raymer is to know the men who work with him, particularly Fred Brokaw. The Raymer-Brokaw combination is the outstanding classic of the business. In fact, the Raymer firm is the only one that has lived from the beginning without change of name, change of management or reorganization.





This is a company where the human quality is still supreme. Raymer regards selling as a dynamic, creative, personal function even though the briefcases of his men bulge with facts and figures.

The statistics with which the Raymer men are armed are never substitutes for selling: they are the tools to enable men to do a better job.

Another kind of leadership was shown when Raymer published the well known "Let's Get Together" advertisement. Its message: Spot Broadcasting should have a national promotion and research organization of its own. This campaign led him to call the first meetings of the Station Representatives Association and his election as its first president.

It was always Paul Raymer's desire to operate not only a good company, but a fine one, with the highest principles. The distinguishing characteristic of his business without question is the "quality" that shows itself in all departments and is recognized even by the competition.

On this 25th anniversary year, Paul H. Raymer and his associates can look with pride on a business that is now expanding more rapidly than at any time in its history.

This record of 25 years of Raymer progress is one of which the company is justly proud. They recognize it as a vote of confidence by their friends in broadcasting and advertising whose faith in the organization has made this growth possible. The people at Raymer deeply appreciate this trust, and are unceasing in their everyday efforts to hold and strengthen it.

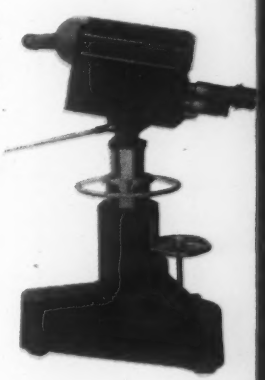
AUDIENCE TO SPOT SCHEDULE
PERCENT TOTAL TV HOMES REACHED
42 1
35 0
39 8
24
29
TOTA

After six months of operation, Paul Raymer hired his first salesman – the man who was to become his partner and Executive Vice President of the Company – Fred C. Brokaw. He brought to Raymer a background of ten years' advertising experience in space selling . . . the perfect complement to Raymer's background in agency and account management.

In day to day selling, under the direction of Fred Brokaw and Stuart Kelly, Vice President and Assistant Director of Television Sales, the television staff of the Raymer Company makes full use of the facts, research and data demanded in television today. They know that advertisers demand and must have more than availabilities, ratings and costs. They have, or can produce, detailed information on audience composition, special market information, promotion and merchandising ideas, and they can interpret station management and programming as it applies to the problems and ideas of the advertiser. They can do this because they are experienced advertising men, so selected by the Company in line with the basic policy that it is the salesman alone who can make such tools effective.

But further, the Company is alert to the rapid pace at which television is progressing and the necessity of anticipating new trends and developments. The impact of feature film programming and the emergence of a strong third network during 1956-57 will be matched in the future by further advances, technical and otherwise, and each will have its effect on the selling and buying of spot television. Interpretation and appraisal of these trends as they affect station operation is also regarded by the Company as a major responsibility.

This is the basis of the Raymer television operation and the record points up the soundness of the method. Some of the Company's sales achievements, notably for independents and UHF stations, have never been matched in the industry This is selling – by men who know advertising and the advertising material with which they work.



epsodent
Pepsodent

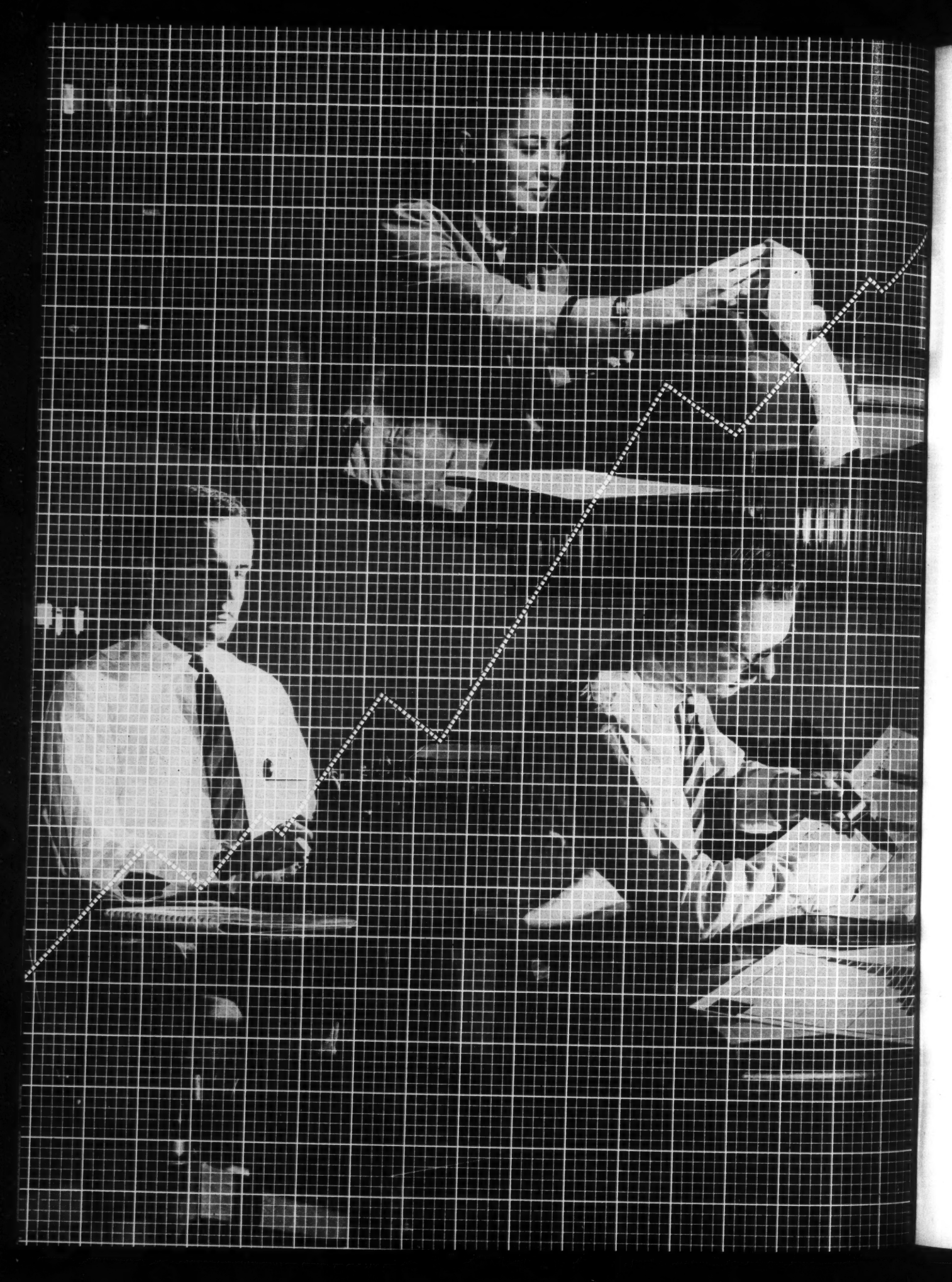
The tremendous changes which have taken place in radio in recent years point up the durability and flexibility of Raymer's original concept of sales service by a representative. Originally, it was primarily service to the buyer – the advertisers and agencies. Today, the company's intimate knowledge of the buyer's special needs and wants has expanded that concept to embrace extensive service to the stations on a scale undreamed of in the beginnings of the business.

The radio department is headed by Mitchell DeGroot who brings to that post 12 years of network, station and agency experience in sales, promotion, research and sales development. For him, too, station representation is post-graduate work in national advertising.

In today's advertising climate, the combination of radio and research is a very effective sales team. For in order to help stations sell their product, the company is actively engaged in helping them shape that product into forms which are acceptable and valuable—and saleable—to the buyer. Counselling radio stations on proper alignment of programming and sales patterns has become one of the major Raymer responsibilities. Recommendations are never "off-the-top-of-the-head." They are the result of intensive, practical, sales-minded study and analysis.

It's a practice that pays off handsomely. It has brought many of the stations to the highest levels of National Spot advertising they have ever enjoyed. It has given some of them increases in billings far above the average for the industry as a whole.

As it was in the beginning, selling "the buyer's way" is still the best way to get results!



No words in broadcasting are more abused than *promotion* and *research*. Everybody *has* them but more often than not what is one man's promotion is another man's motion.

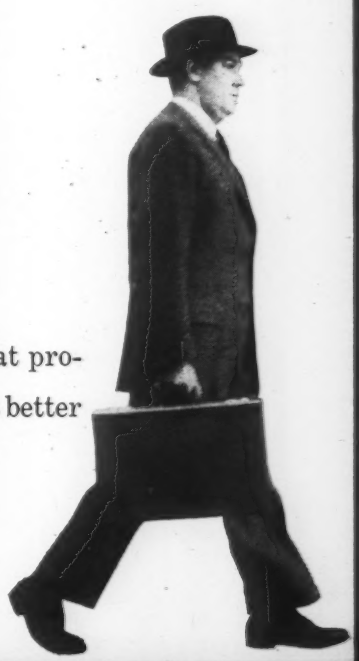
Make no mistake, though. No firm in the industry is more acutely aware of the vital importance of promotion/research than the Paul H. Raymer Company. And in this nether-nether land of numbers, figures, charts, graphs and arithmetic gymnastics, the rock-like principle of Raymer Service – service to stations advertisers and agencies – shines like a beacon.

For while there may be those who believe in promotion principally as a tool of industry recognition, Raymer Promotion/Research has always meant *Station Sales Development* – a professional, creative "point of sale" science whose only objective is to help Raymer-represented stations increase national *and local* sales volume. It's formulated, researched and galvanized to help station and salesman sell.

Such promotion can take many forms.

- Sometimes it's designed to sell a market – as witness an exhaustive study initiated by Raymer to prove to a pharmaceutical advertiser the sales efficiency of adding an entire Raymer market region to a planned advertising campaign.
- Another time it was a nationwide audience composition and flow study designed to provide a major group of Raymer stations with documented proof of program planning for greater sales.
- Or take the case of the famous Raymer "Nielsen-In-The-Slot" presentation, an ingenious device mobilized to sell companion spot schedules to network exposure in a major market on an independent television station.

The list is endless but its thread is *service* . . . "sale of point" service that provides salesman and station with tools that make a better point and a point better on the firing-line of agency buying.



"Raymer, you're O.K.!"

As the 2nd oldest member of the Paul H. Raymer Company "family," we speak from experience when we say, "Good Work!" Thank you for your excellent help in selling the remarkable South Bend story for the past 22 years. All during the period you have represented WSBT and WSBT-TV, these stations have completely dominated the South Bend area.

36 Years on the Air

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

CHANNEL 34

WSBT-TV

SOUTH BEND, IND.

CBS . . . A CBS BASIC OPTIONAL STATION

CONGRATULATIONS, PAUL . . . THE BEST IS YET TO BE!

TO PAUL RAYMER, congratulations on your 25th Anniversary, from all your friends at Station WDRC in Hartford. It has been a pleasure working with you and Fred Brokaw nineteen of those twenty-five years. Many happy returns!

WDRC HARTFORD

CONNECTICUT'S PIONEER BROADCASTER

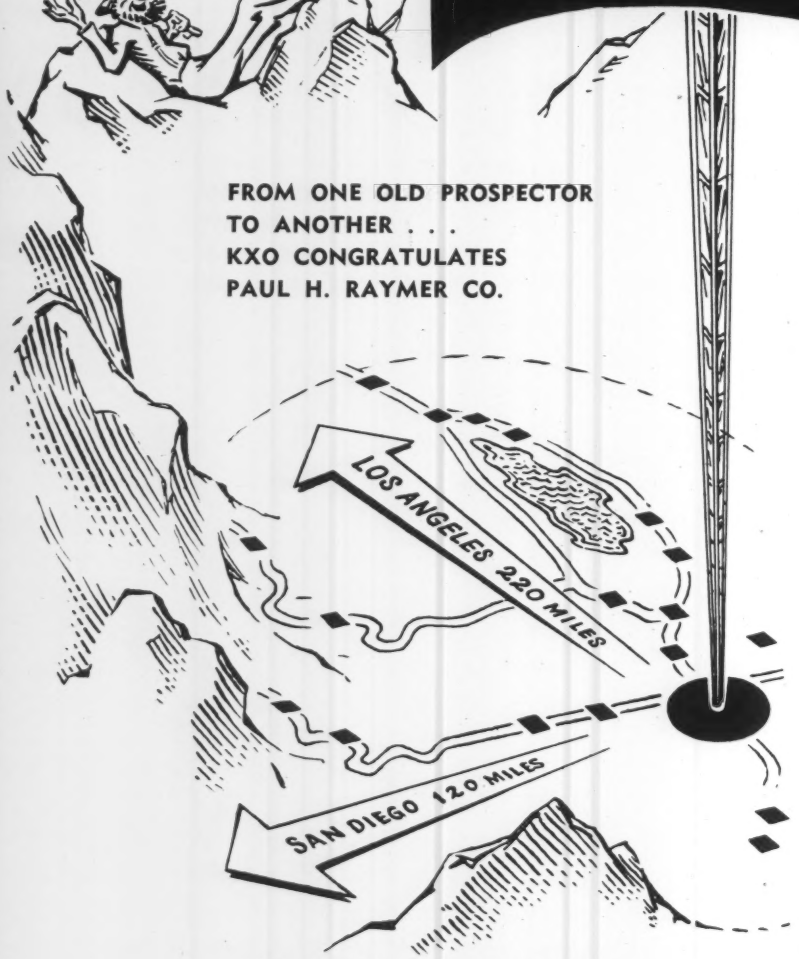
BASIC CBS
ESTABLISHED 1922
THE SUNDIAL STATION

KXO

serving the FABULOUS...

IMPERIAL VALLEY

FROM ONE OLD PROSPECTOR TO ANOTHER . . . KXO CONGRATULATES PAUL H. RAYMER CO.



NATION'S 6TH LARGEST FARMING COUNTY.

THE LARGEST AUDIENCE IN THE WORLD!

(Below Sea Level)

- A captive audience in a rich, isolated area.
- KXO delivers more listeners in Imperial Valley than all other stations combined.*
- Over half County Retail Sales are made in El Centro.**
- KXO is only station in El Centro, center of trade and population.

Primary Population**		Retail Sales**
71,900	Imperial Co.	$ 96,871,000
35,000	Riverside Co.	$ 47,000,000
22,000	San Diego Co.	$ 28,500,000
60,000	Mexico***	
188,900		$172,371,000

* Consult any recent survey.

** S. R. D. S. 1957.

*** Total pop. 225,000 Mexicali Valley. 60,000 with permanent crossing passes.

KXO

EL CENTRO, CALIFORNIA

CONGRATULATIONS PAUL H. RAYMER CO. . .

ON YOUR TWENTY-FIFTH ANNIVERSARY!

from one Pioneer to Another!

WKBN IS PROUD TO BE REPRESENTED BY SUCH A FINE ORGANIZATION

WKBN TELEVISION ● Channel 27

The top Youngstown station . . . consistently capturing top ratings in the nation's 38th market.

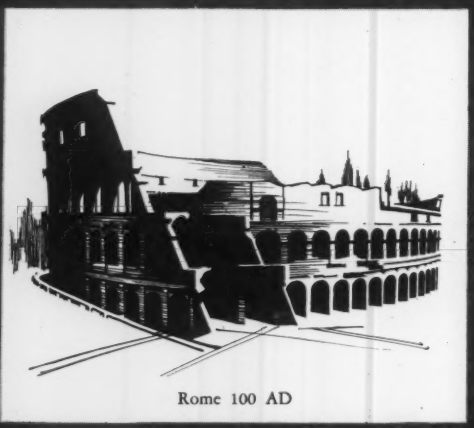
WKBN RADIO ● 5000 watts 570 kc

For 32 years the radio leader of Youngstown, Ohio . . . providing the only complete primary coverage of the entire Youngstown Metropolitan Area.

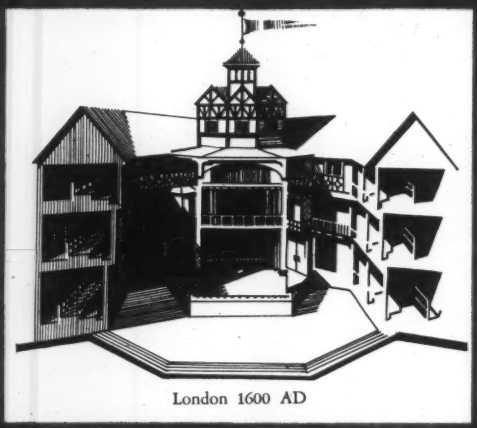
WKBN BROADCASTING CORP.

32 YEARS OF SERVICE TO THE YOUNGSTOWN, O. AREA

HISTORIC LANDMARKS *of* ENTERTAINMENT



Rome 100 AD



London 1600 AD

Los Angeles 1957 AD

KTLA is a Modern Landmark, not only of the best live local entertainment in any market, but of sales potential and sales success. Any Paul H. Raymer office can prove conclusively that success stories are our business. KTLA Entertainment reaches 8 counties in Southern California whose volume of trade guarantees sales and success for any sponsor.

Population	7,832,800
Total Retail Sales	10,814,029,000
Total No. TV Households	2,307,717
Drug Sales	334,631,000
Food Sales	2,666,242,000
Auto Sales	2,137,212,000
Gross Farm Income	1,088,043,000

KTLA CHANNEL 5

Represented by PAUL H. RAYMER CO.

WKJG-TV

Fort Wayne's First Station

in

- Network Shows*
- Local Shows*
- Spot Film Shows*

CONGRATULATES

PAUL H. RAYMER CO.

TWENTY-FIFTH ANNIVERSARY

*ARB-Feb. 8-14, 1957

Channel 33 **WKJG-TV** Fort Wayne

An

APRIL SHOWER OF

CONGRATULATIONS!

To *Paul H. Raymer*

AND THE ENTIRE RAYMER ORGANIZATION

Celebrating 25 Years of Radio Activity

DOUBLE FEATURE

By Coincidence . . .

April is OUR BIRTHDAY, TOO!

WDNC

CBS

Durham's FIRST Station.

23 Years of Service To The Rich Piedmont North Carolina Area.

For 1,001,100 families in New York

nothing takes the place of good music

Nothing takes the place of

WQXR 50,000 WATTS

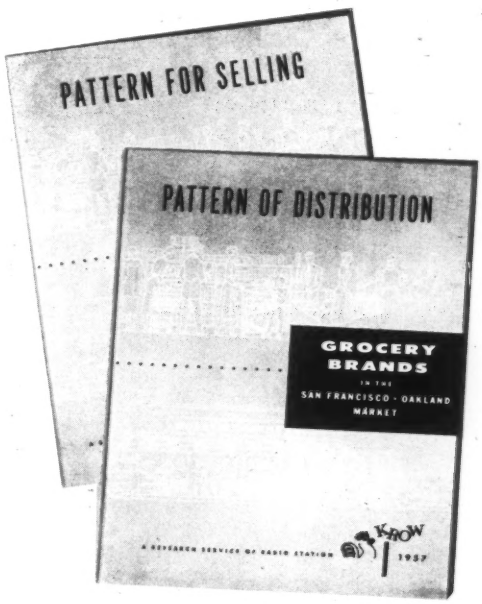
Radio Station of The New York Times

WQXR's weekly audience—1,001,100 radio homes*
WQXR's daily audience—639,000 radio homes*

Represented nationally by Paul H. Raymer Company, whose 25th Anniversary we salute with pleasure.
**Pulse CPA, Dec. 1956, 17 country areas only*

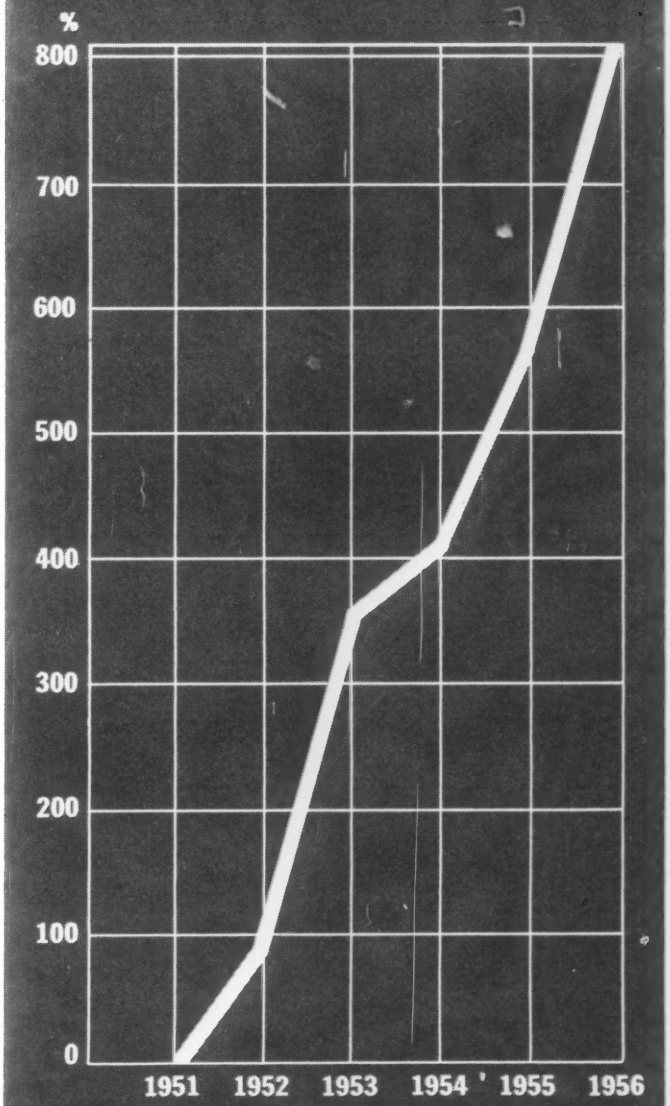
he bought KROW because

KROW's factual studies of Market Data, Radio Audience, Media Costs and Product Distribution contributed to his knowledge of the San Francisco-Oakland Market and the importance of the *Big Half*.



KROW's latest research project, *Pattern of Distribution — Grocery Brands in the San Francisco-Oakland Market*, contains detailed information on the distribution of 3580 brands in 95 product categories. Raymer has a copy for *you*.

we're with RAYMER because



KROW

RADIO BAY AREA

464-19TH STREET, OAKLAND 12, CALIFORNIA

our congratulations to....

PAUL H. RAYMER COMPANY, INC.

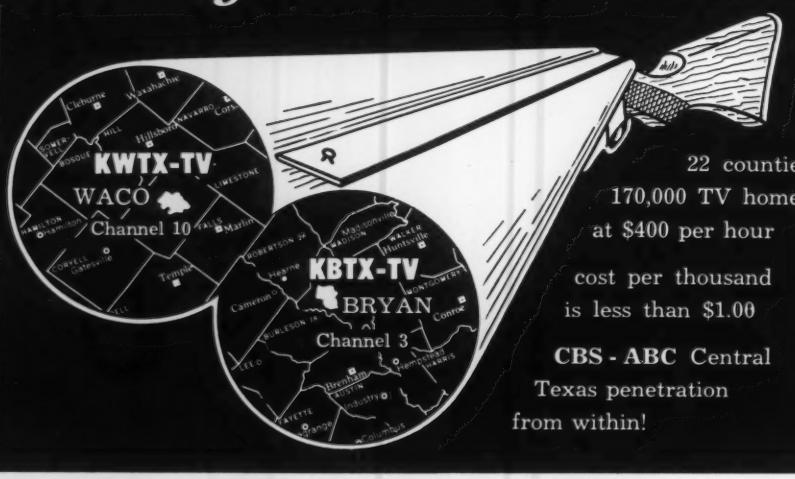
The management and staff of KFOR are happy to extend sincerest best wishes to the Paul H. Raymer Company on their 25th anniversary.

KFOR has been Lincoln's number ONE station for over 30 years—surveys prove it.

KFOR 1240 KC

Lincoln Nebraska

KWTX-TV - KBTX-TV *together give you Double-Barreled Coverage in Central Texas!*



22 counties
170,000 TV homes
at $400 per hour

cost per thousand
is less than $1.00

CBS - ABC Central Texas penetration from within!

KWTX-TV INTERCONNECTED **KBTX-TV**

WACO, Channel 10 **BRYAN, Channel 3**

Call The
PAUL H. RAYMER Office
For Availabilities

RADIO STATION

W D O D

CHATTANOOGA

has been represented continuously since

1 9 3 4

by the

PAUL H. RAYMER CO.

We are particularly glad to congratulate Raymer Company on its 25th year. Our 23 years together has been a profitable and pleasant association.

W D O D

5000 WATTS
1310 ON THE DIAL
CBS RADIO

KTBC-TV, AUSTIN, TEXAS
extends

Texas-Size Congratulations

TO

Paul H. Raymer company

Texas-size **TOWER!**

Our new tall tower (1137' above ground —1280' above average terrain) means KTBC-TV can deliver a vastly-expanded trade area!

Texas-size **COVERAGE!**

We now blanket 5,000 **additional** square miles in which live 127,000 **additional** customers with 187,000,000 **additional** spending dollars!

Texas-size **TOTAL MARKET!**

Ask the Paul H. Raymer Company for data on KTBC-TV's delivery of 703,000 potential customers with $893 millions in their pockets!

KTBC

CHANNEL 7
CBS · NBC · ABC
316 kw

CBS

590 kc RADIO
CBS
5,000 watts (LS)

AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.

KFDX-TV EXTENDS CONGRATULATIONS TO

PAUL H. RAYMER COMPANY, INC.

. . . for a quarter century of exclusive national representation

And in which we express appreciation for their progressive and intelligent selling efforts.

SET COUNT 118,780

6th biggest in Texas! Source: TELEVISION Magazine Mkt. Data Book, Mar. '57. Set count based on KFDX-TV coverage—unequalled in this market.

FIRST in the Trade Area. (Area ARB Dec. '56)

FIRST in Urban Wichita Falls (Urban ARB Dec. '56)

And, that big, big bonus:

FIRST IN LAWTON:

Oklahoma's 3rd market

Channel 3 provides DOMINANT coverage DOMINANT audience

KFDX·TV *Channel 3*

WICHITA FALLS, TEXAS

100,000 WATTS

NBC ▪ ABC

THANKS A LOT, PAUL

The *important part you played* in putting KSLA-TV on the air over three years ago . . . the *sincere, personal interest* you have shown in us . . . and the *mark of prestige and integrity* that goes with being a RAYMER-REPRESENTED station, are all deeply appreciated.

Ours has been a pleasant, profitable relationship. KSLA-TV carries TWICE as many national announcements as the other Shreveport TV station . . . and our nationally sponsored film shows *outnumber the competition 11 to 2.*

Yes, the combination of the PAUL H. RAYMER COMPANY and our full power BASIC CBS television station has been a *marked success* in Shreveport. Thanks, and congratulations on 25 years of *quality station representation.*

KSLA-TV

channel **12**

BEN BECKHAM, JR., *General Manager*
WINSTON B. LINAM, *Station Manager*
DEANE R. FLETT, *Sales Manager*

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC. National Representatives

* New York * Chicago * Detroit * Atlanta * Dallas * Hollywood * San Francisco

We proudly tip our hat to

PAUL H. RAYMER Co.

Yes, we are proud to congratulate the Paul H. Raymer Company for 25 years of outstanding service to a quality list of broadcasters.

The fine quality **RAYMER** stands for in representation is the same quality **KCBD** stands for in operation.

P.S. Diamonds and long green denote RICH MARKET!

KCBD

RADIO — TELEVISION
NBC NBC · ABC

Lubbock, Texas

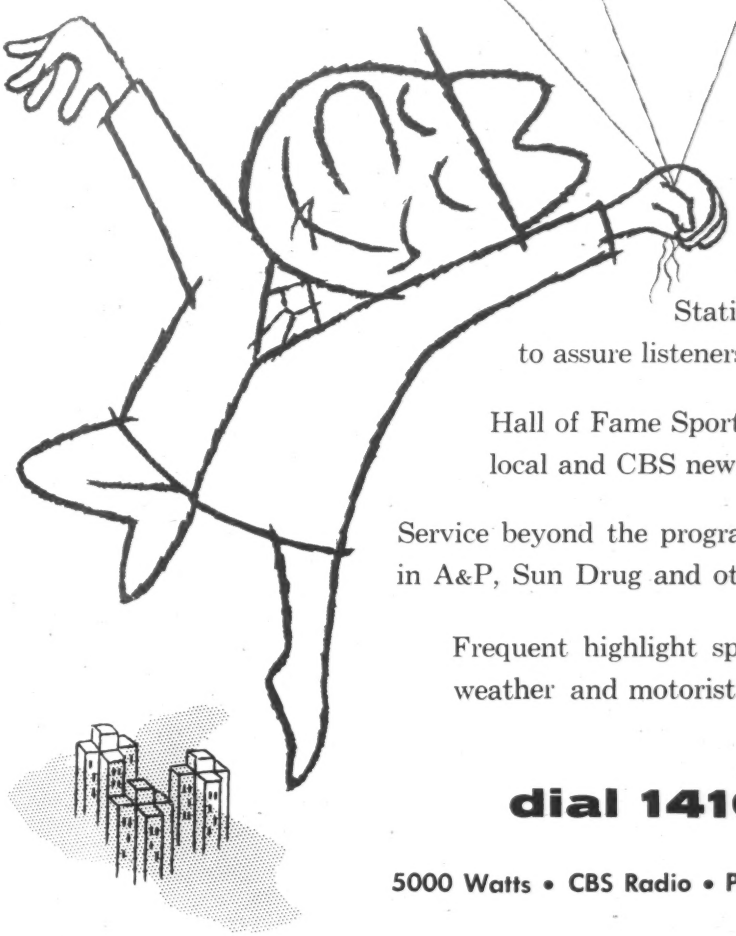
KQV says HURRAH for RAYMER

for providing KQV with fine national representation and for 25 years of Achievement in the field

. . . and RAYMER says HURRAH for KQV

HURRAH

for providing an opportunity to sell advertisers



THE GREATEST SHOW IN PITTSBURGH RADIO

Pittsburgh's only full-time network station bringing in all the top stars and top rated shows of CBS radio

Station-programmed shows formated by experts to assure listeners they will hear the music they *want* to hear

Hall of Fame Sportscaster Pie Traynor plus a host of the finest local and CBS newscasts

Service beyond the programming with follow through merchandising in A&P, Sun Drug and other major food and drug chains in the area

Frequent highlight spots in every local program accenting time, weather and motorist's service.

dial 1410

KQV

5000 Watts • CBS Radio • Pittsburgh, Pa.

Congratulations

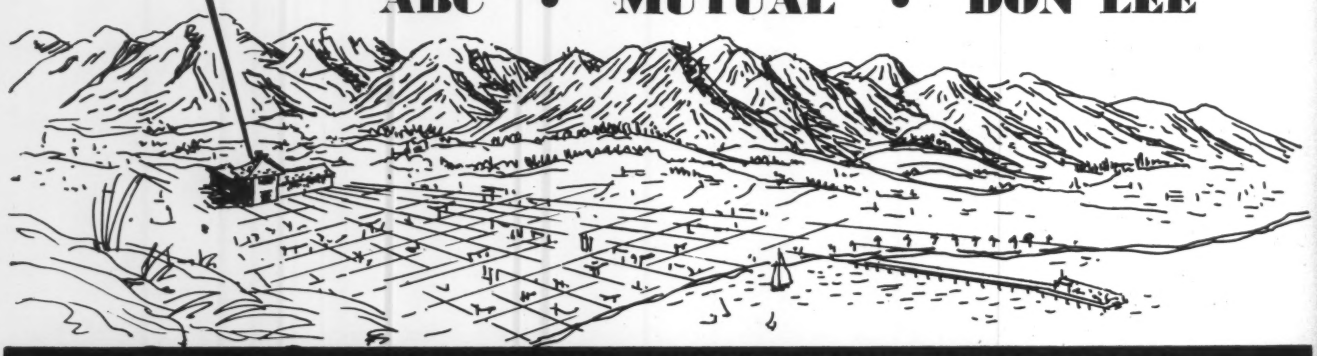
TO THE **PAUL H. RAYMER CO.**

KTMS

SANTA BARBARA, CALIFORNIA*

1000 Watts — 1250 on the dial

ABC • MUTUAL • DON LEE



*SOUTHERN CALIFORNIA'S NEWEST FAST-GROWING METROPOLITAN MARKET.

OKLAHOMA CITY'S

FIRST AND ONLY
FULLTIME
INDEPENDENT
RADIO STATION

SALUTES

THE PAUL H. RAYMER CO.

ON ITS 25TH
ANNIVERSARY

KTOK

1000 KC

OKLAHOMA'S MOST IMITATED STATION

PAUL H. RAYMER COMPANY, INC.
NATIONAL RADIO & TELEVISION REPRESENTATIVES
444 MADISON AVENUE, NEW YORK 22, N.Y.
TELEPHONE PLAZA 9-5570

April 22, 1957

To our stations, to the agencies, to our friends in the industry who have made our success possible, we express our sincere appreciation.

We have a deep sense of gratitude for the confidence and support you have given us over the past quarter century.

Sincerely,

Paul H. Raymer

OFFICES

NEW YORK 444 Madison Avenue	PAUL H. RAYMER, *President* FRED C. BROKAW, *Executive Vice-President*
CHICAGO 435 No. Michigan Avenue	CLAY FORKER, *Vice-President & Manager*
DETROIT Penobscot Building	ROBERT B. RAINS, *Manager*
DALLAS Mercantile Securities Bldg.	JOHN H. HICKS, JR., *Manager*
ATLANTA Glenn Building	EDWARD D. BRANDT, *Manager*
SAN FRANCISCO Russ Building	L. RAY RHODES, *Vice-President & Manager*
HOLLYWOOD 1680 Vine St.	JOHN D. GALE, *Manager*

PAUL H. RAYMER COMPANY, INC.

Exclusive National Representatives Since 1932

PAUL H. RAYMER · EST. 1932 · COMPANY

NBC-TV Daytime Sales $10 Million for Week

SALES totaling about $10 million in gross billings for daytime across-the-board programs were completed by NBC-TV in the week ending April 15, it was announced last week by William R. (Billy) Goodheart Jr., NBC vice president for television network sales. The new orders bring the network's daytime billings to approximately $24 million over the past two months, he said.

Included in the $10 million purchases were General Foods Corp.'s first daytime buy on NBC-TV since June 1954. The company ordered a total of 104 quarter-hour segments on the network's *The Price Is Right* (11-11:30 a.m.), *Truth or Consequences* (11:30 a.m.-12 noon), *It Could Be You* (12:30-1 p.m.) and *Comedy Time* (5-5:30 p.m.). Agency is Young & Rubicam, New York.

Chesebrough-Pond's Inc., New York, through J. Walter Thompson Co., New York, bought a schedule of 156 quarter-hour segments in *The Price Is Right, It Could Be You, NBC Matinee Theatre* (3-4 p.m.) and *Comedy Time;* Procter & Gamble Co., through Dancer - Fitzgerald - Sample, 78 quarter-hour segments of *It Could Be You,* and Alberto-Culver Co. of Hollywood (hair preparations), Chicago, through Geoffrey Wade Adv., Chicago, 104 quarter-hour periods in *The Price Is Right, Truth or Consequences, It Could Be You* and *Queen for a Day* (4-4:45 p.m.).

Miles Labs., Elkhart, Ind., through Geoffrey Wade Adv., Chicago, has bought 78 quarter-hour segments in *The Price Is Right, Truth or Consequences, It Could Be You* and *Comedy Time,* and has renewed its sponsorship of quarter-hour portions of *The Tennessee Ernie Ford Show* (2:30-3 p.m.) and *Queen For a Day;* S.O.S. Co., Chicago, through McCann-Erickson, New York, has renewed its 52 quarter-hour segments in *Tic Tac Dough* (12 noon-12:30 p.m. EST) and *Queen for a Day.*

85-Minute, 3-Weekly 'Nightline' Starts on NBC Radio April 30

NBC Radio will present a new 85-minute evening series, *Nightline,* featuring music, news and variety with some segments broadcast from foreign lands, Tuesday, Wednesday and Thursday, 8:30-9 p.m. and 9:05-10 p.m., effective April 30, according to Jerry Danzig, vice president, NBC Radio network programs. Walter O'Keefe will be the program's host.

Nightline will be based at NBC's radio central in New York and will present remotes from night clubs, interviews with celebrities, general human interest features and on-the-spot news coverage. "We plan to exploit radio's great flexibility in our efforts to remind the public that there are certain things only radio can do instantaneously and better than any other show business medium," said Mr. Danzig.

Mr. O'Keefe, a veteran of over 30 years of radio, tv and stage experience, has emceed such shows as *Lucky Strike Dance Hour, Town Hall, Battle of the Sexes* and *Double or Nothing.*

Nightline is being developed by Albert L. Capstaff, director of NBC's *Monitor* and special projects, and Norman Livingston, director of network programs. Producer will be Benn Squires.

Due to the new series' arrival in this time period there have been several shifts in programming. *Conversation* will be moved to Monday 10:05-10:30 p.m. EDT starting April 29. *X Minus One* will be temporarily canceled but will return to the air when the current Bob Hope series goes off for the summer and will be scheduled approximately once a month, pre-empting *Nightline* on those occasions. *Biographies in Sound* will be presented approximately once a month. *United Nations Report* will move May 1 to Wednesday 10:15-10:30 p.m. EDT, and the Sloan Foundation's *Westward Look* will move May 2 to Thursday 10:05-10:30 p.m. EST. *Sleep No More* will be canceled.

GM Buys Into 7 CBS Shows; Four Other Sponsors Signed

NEW BUSINESS on CBS Radio was reported last week by John Karol, vice president in charge of sales for the radio network, with General Motors Corp. (Frigidaire Div.), Dayton, Ohio, buying into five daytime dramatic serials and two Saturday programs for its "spring color promotion" May 18-25.

During that period, Frigidaire will sponsor segments of the *Robert Q. Lewis Show* and *Galen Drake Show,* plus five seven-minute units of *Right to Happiness, Young Dr. Malone, Road of Life, Nora Drake,* and *Helen Trent.* Kudner Agency services the account.

Other advertisers who have signed CBS Radio are Lanvin Parfums Inc. for *Stock Market Report* (Mon.-Fri., 6:10-6:15 p.m. EST); General Foods Corp. (Postum Div.) for 11 segments per week of various programs; Chesebrough-Ponds Inc. for the Mon.-Wed.-Fri. portion of the five-minute *Sports Time* program starting June 17 and Bauer & Black (surgical dressings) for a weekly 15-minute segment of *Arthur Godfrey Time* starting July 4.

EXECUTIVES of CBS and the Morris Plan Co. of California (thrift and loan services) gather to conclude arrangements of the second year of *Masters of Melody* over CBS Radio California Network under Morris Plan sponsorship. They are (seated l to r) Henry Untermeyer, general manager of KCBS San Francisco where the broadcasts originate; Ralph Larson, president of Morris Plan Co.; (standing l to r) Richard Schutte, account executive, CBS Radio Spot Sales, and Hugh Levers, account executive of Harrington-Richards Advertising Agency, representing the sponsor. The *Masters of Melody* orchestra, directed by Albert White, is heard daily at 7:05-7:30 p.m. PST on a seven station lineup.

NBC-TV Holding Horses, Sarnoff Tells Critics

SIX-GUNS and lariats will not dominate NBC-TV's fall program schedule and neither has the network "abdicated" creative functions to outside packagers and producers.

This flat denial was issued Friday by NBC President Robert W. Sarnoff to answer what he called "considerable corridor and conference-room discussion" at the NARTB convention in Chicago the week before.

Mr. Sarnoff, admitting that "there is no question that the western show is in vogue," observed that at the maximum, adult westerns will represent less than 15% of NBC-TV's nighttime schedule in the fall.

To answer the "talk" on abdication of creative functions—he noted that "here NBC got primary mention"—Mr. Sarnoff pointed to a stepup in program development: 50% more NBC productions in the pilot stage than a year ago at this time and about a third of shows now scheduled by the network for the fall NBC-produced, with the remainder coming from a "great variety of outside sources."

Mr. Sarnoff's comments were contained in his second "Letter to the Radio-Tv Editor," an activity initiated only recently [B•T, April 8]. They followed by about nine days a highly-publicized attack on tv network programming by Sylvester L. Weaver, former NBC board chairman [B•T, April 15].

Mr. Weaver, in announcing his proposed "Program Service," had lashed out against the tv network's planned programs for the fall. He characterized network thinking for example, as "carbon copy and stereotyped" and warned that in a scramble for ratings and heavy audiences, the networks next fall would drop news, spectaculars and other "event-type programming," cut down on live drama and "go to westerns, kid shows, trivia, crime shows and the like."

Looking at all three networks, Mr. Sarnoff credited ABC-TV with having built "consistent audience strength" this season with westerns, CBS-TV with having found "substantial flavor" with them and of NBC-TV—"We came in late with *Wells Fargo* but it has more than doubled the audience of the previous show in its . . . period."

He said, however, that of 29 programs

OILMEN and radiomen gather to see the contract signed for Quaker State Oil Refining Corp. to sponsor Saturday broadcasts on Mutual's 1957 major league baseball *Game of the Day*, plus six five-minute sportscasts by Frankie Frisch each weekend. At a table in Kenyon & Eckhardt agency's New York office are (l to r) Mr. Frisch, F. O. Koontz, executive vice president of Quaker State, and Kenneth Field, assistant sales manager of the oil firm. Standing (l to r): James McElroy, MBS account executive; Art Gleeson, MBS sports director; A. A. Blank, sales promotion manager of Quaker State; William Endicott, eastern regional sales manager, Quaker State, and Arthur Phillips, president of National Oil Supply Corp., distributor. *Game of the Day* currently is being carried by 367 Mutual stations. The Frisch show is carried on stations prohibited by ball league regulations from carrying *Game of the Day*.

now set for the fall and in the nighttime on NBC-TV, only three are westerns. *Wagon Train* and *Restless Gun* were added to *Fargo*, and NBC-TV is looking at the pilot of a fourth such series.

NBC-TV's policy on program production responsibility was outlined by Mr. Sarnoff as expecting shows it has produced and created to compete against programs drawn from all other sources.

Since NBC believes "it takes all the collective creative power of the entertainment world to fill a network schedule properly," Mr. Sarnoff said that if NBC's own shows fail to "measure up" to those of talent agencies, motion picture studios or individual packagers, "they remain off the network."

NBC's Program Board judges new programs on their potential acceptance to the audience and on the network's balance of programming, thus forming the basis for selection, Mr. Sarnoff explained. He noted that the one-third ratio of NBC-produced shows to the total on the network has remained roughly the same through recent years. And "I see no decline ahead in the network's creative contribution to its own schedule."

Mr. Sarnoff disclosed that NBC-TV next fall plans to slate 20% more spectaculars or "big specials," as he called them, drawing them from all sources including the network's own producers (as examples of NBC's own specials he cited "Annie Get Your Gun" and "Southeast Asia"). Said Mr. Sarnoff: "Anyone who tells you we are sacrificing this type of event programming is blowing through a wind tunnel."

Duffy Promoted by ABC Radio To Head Central Division Sales

JAMES E. DUFFY today (Monday) becomes director of sales for ABC Radio's Central Division in Chicago, it was announced Friday by George Comtois, vice president for sales, ABC Radio.

Mr. Duffy for the past year and a half has been in the ABC-TV Central Division's sales office. For two and a half years before that time, he was with ABC Radio in sales, also in Chicago. He joined the network in July 1949 in publicity and in May 1952 became manager of the Central Division's advertising and promotion department.

Webster Promoted at KNX-CPRN

MAURIE WEBSTER, director of operations of KNX Hollywood and the Columbia Pacific Radio Network, today (Monday) succeeds Donald M. Ross as general sales manager for KNX-CPRN, according to an announcement by Fred Ruegg, KNX-CPRN general manager. Mr. Ross has resigned to become vice president-general manager of Golden West Enterprises Inc. Mr. Webster has been with KNX-CPRN since 1933, with time out during the war years for service as a Naval officer.

MR. WEBSTER

AB-PT Names Wallerstein Head Of Balaban & Katz Theatres

DAVID B. WALLERSTEIN succeeded the late John Balaban, last week, as president of the Balaban & Katz theatre chain, it was announced Thursday by President Leonard H. Goldenson of the parent American Broadcasting-Paramount Theatres Inc.

Mr. Wallerstein has been vice president and general manager for the past seven years of B&K and Publix Great States Theatres, both subsidiaries of AB-PT. The latter chain operates theatres throughout Illinois and Indiana.

With B&K since 1926, Mr. Wallerstein came up through all the branches of the company's operations and worked closely with Mr. Balaban in developing WBKB (TV) Chicago. Mr. Balaban died April 4 [B•T, April 8].

MBS, Expanding News Staff, Names Three in Washington

THREE appointments to the MBS Washington news staff have been announced since the network revealed details of its new emphasis on news-and-music [B•T, April 15].

Signing of Steve McCormick at Washington by MBS [CLOSED CIRCUIT, April 15] was confirmed, and appointment of Charles Warren and Walter Compton to the network news staff has been announced by Robert F. Hurleigh, MBS director of news and special events.

Mr. McCormick was associated with Theodore Granik on forum shows; Mr. Warren was news producer on the Washington staff of NBC before joining Mutual, and Mr. Compton formerly was general manager of WTTG (TV) Washington and of WAAM (TV) Baltimore. Both Mr. Warren and Mr. Compton have served with Mutual in years past.

NBC Week's Revenue: $400,000

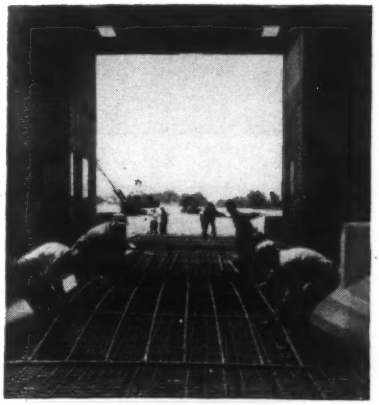
NEARLY $400,000 in net revenue covering new and renewed business was signed by NBC Radio in the previous week, it was announced last week by William K. McDaniel, vice president, NBC Radio sales. New business was placed by General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, for daily one-minute participations in *NBC Bandstand* and *Pepper Young's Family*, starting May 13, and the Mack Mfg. Corp. (trucks), New York, through Doyle, Kitchen & McCormick, New York, for 60 one-minute participations in *Monitor*, weekend radio service. North American Van Lines, through Applegate Adv., Muncie, Ind., renewed three five-minute and one ten-minute newscast by Alex Dreier on *Monitor* effective Aug. 25 through May 1958.

NETWORK PEOPLE

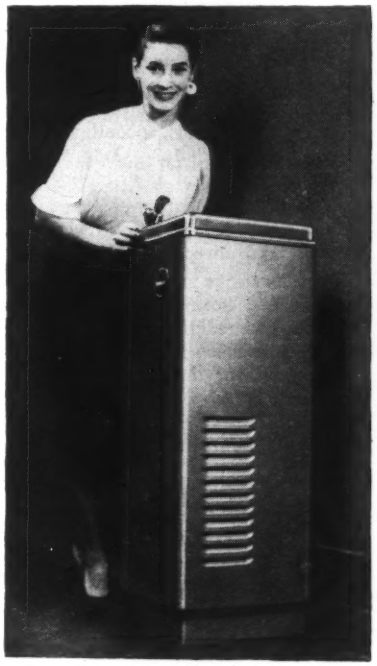
Vic Bikel, account executive and station relations executive for NTA Film Network, to CBS-TV Film Sales, as account executive.

Peter Hackes, NBC News Washington, father of boy, Peter Quinn.

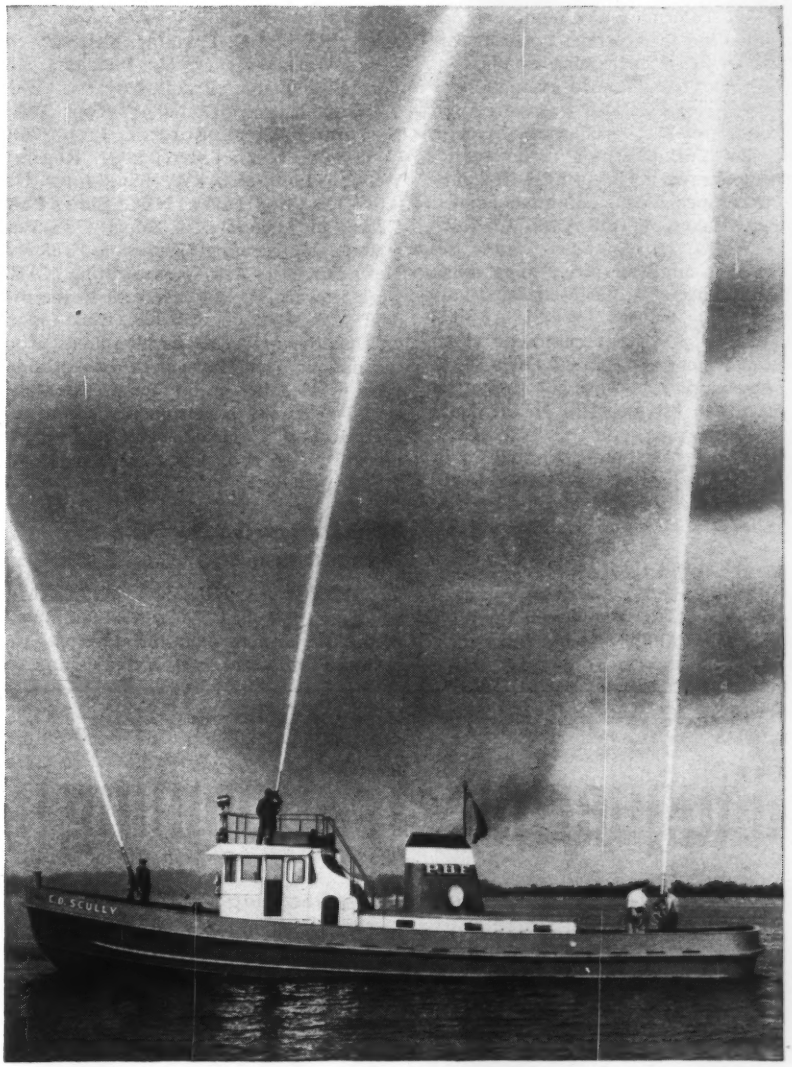
Only STEEL can do so many jobs so well



Throw Away The Shovels. The Indiana Turnpike finally completes this nation's network of high-speed toll roads between New York and Chicago. To eliminate snow at the toll gates, a hot water snow-melting system was installed under the roadway. U. S. Steel's National Tube Division supplied the strong, steel pipe for this important job.



Gather 'Round The Water Cooler. Most offices have a good, cold water fountain for employees. This one is made almost entirely from USS Steel. The top is USS Stainless Steel, so it always looks clean and inviting. The bottom kick plate is also made from Stainless to resist corrosive floor-cleaning solutions.



All-Steel Fire Boat. Three rivers flow through Pittsburgh, Pa., so water-front fires can be a problem. The City recently bought this husky fire boat, and officials specified that it be built mainly from USS Cor-Ten steel plates. This high-strength low-alloy steel has proved its unusual resistance to corrosion in similar applications. In addition all exterior decks and ladders are surfaced with USS Multigrip Steel Floor Plates providing safe, sure footing for firemen who must move about quickly even when decks are wet.

· **SEE THE UNITED STATES STEEL HOUR.** It's a full-hour TV program presented every other Wednesday evening by United States Steel. Consult your newspaper for time and station.

UNITED STATES STEEL

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AMERICAN BRIDGE . . . AMERICAN STEEL & WIRE *and* CYCLONE FENCE . . . COLUMBIA-GENEVA STEEL
CONSOLIDATED WESTERN STEEL . . . GERRARD STEEL STRAPPING . . . NATIONAL TUBE . . . OIL WELL SUPPLY
TENNESSEE COAL & IRON . . . UNITED STATES STEEL HOMES . . . UNITED STATES STEEL PRODUCTS
UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

Code to Help Coverage Of Courts, Legislature

A CODE of conduct to guide radio and tv newsmen covering court and legislative proceedings will be drafted by the NARTB Freedom of Information Committee. It will be supported by a primer covering latest techniques in covering such events.

Draft report of a guide to evaluation of station news operations also was considered by the committee at a Wednesday meeting held in New York. Written recommendations will be drawn up by July 1 for submission to a special subcommittee headed by John S. Hayes, WTOP-AM-TV Washington.

NARTB will conduct a drive to establish freedom committees in all 48 states, Chairman Robert D. Swezey, WDSU-AM-TV New Orleans, told the committee. Such groups now are operating in 32 states.

The association will provide materials designed to help broadcasters obtain equal access to the news at state and local levels. Prints of a film, "Electronic Journalism in the Courtroom," showing how radio-tv successfully covered the Graham murder trial in Colorado, will be made available for local showing.

Harold E. Fellows, NARTB president, and Judge Justin Miller, consultant, reported on their work with the Bar-Media Committee of the American Bar Assn. This group is considering proposals to modify ABA's Canon 35 barring radio-tv coverage in the courtroom. They reported on work of the ABA's Committee on Canons of Ethics, which now is studying the canons.

Attending the meeting besides Messrs. Fellows, Miller, Swezey and Hayes were Edward F. Baughn, WPAG Ann Arbor, Mich.; Richard O. Dunning, KHQ-TV Spokane, Wash.; Henry H. Fletcher, KSEI Pocatello, Idaho; Frank Fogarty, WOW-TV Omaha, Neb.; Daniel W. Kops, WAVZ New Haven, Conn.; Robert L. Pratt, KGGF Coffeyville, Kan.; Lawrence H. Rogers II, WSAZ Huntington, W. Va.; John Daly, ABC; Davidson Taylor, NBC; Elmer Lower, CBS, and Theodore F. Koop, CBS Washington, representing Radio & Television News Directors Assn. Representing NARTB were Howard H. Bell, assistant to the president and state coordinator, who reported on freedom of access developments around the nation; Thad Brown, tv vice president; John F. Meagher, radio vice president; Vincent Wasilewski, government relations manager; Robert L. Heald, chief attorney, and Donald N. Martin, public relations assistant to the president.

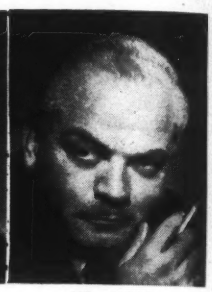
BPA Duties Go to Wilson, Zimmerman, Wallace, Elber

CHARLES A. WILSON, WGN-AM-TV Chicago, will head a three-man steering committee to help plan and develop Broadcasters Promotion Assn. activities and services, BPA President David E. Partridge, advertising and sales promotion manager of Westinghouse Broadcasting Co., announced Thursday.

MR. WILSON

MR. ZIMMERMAN

MR. WALLACE



MR. ELBER

The other two on the committee are Joe Zimmerman, WFIL-AM-TV Philadelphia, and Bruce Wallace, promotion manager, WTMJ-AM-TV Milwaukee.

In other appointments, Sam Elber, WERE Cleveland, was named to draft a code of ethical practices to be presented for adoption by BPA at its second annual promotional seminar Nov. 1-2 in Chicago. Mr. Elber also will edit a promotion bulletin.

The appointments were made following a business session the previous week of officers and directors in Chicago.

Mr. Partridge said the steering committee was needed because the count of member stations has reached nearly 175. The business meeting also considered speakers, topics and panels for the November seminar and discussed BPA's membership drive. Montez Tjaden, KWTV (TV) Oklahoma City, was appointed membership chairman.

Maine Group Elects Gibbs

AGNES F. GIBBS, WCSH-AM-TV Portland, Me., was elected president of Maine Press & Radio Women last week. Mrs. Gibbs is the first radio or tv personality to head the group. Ilene McAdee, WCSH-TV copywriter, was elected secretary.

Conn. UP Group Elects Whalen

BILL WHALEN, news director of WICC Bridgeport, Conn., was elected president of the UP Broadcasters Assn. of Connecticut at the organization's founding meeting April 13 at Sun Valley Acres, Meriden.

Other officers: Charles Norwood, WHCT Hartford, vice president; Barry Barents, WKNB-WNBC (TV) New Britain, secretary-treasurer; directors: Les Fox, WMMW Meri-

KQUE — 920 — KQUE — 920 — KQUE — 920 — KQUE

Albuquerque is Booming!

Yes, Albuquerque is booming . . . and KQUE audiences are zooming to new highs. In this "Atomic Energy Empire" they're tuned to 920 for music and news 24 hours daily. News on the hour, local capsules on the half-hour and the controlled-music formula always . . . makes your advertising effective.

ALBUQUERQUE'S ALL DAY, ALL NIGHT MUSIC STATION

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KTRI
SIOUX CITY
IOWA

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KQUE
ALBUQUERQUE, NEW MEXICO

NEWS

540 KC
KEOK
FORT DODGE
SERVING ALL OF IOWA

EVERETT - McKINNEY, Inc.
NATIONAL REPRESENTATIVES

KQUE — 920 — KQUE — 920 — KQUE — 920 — KQUE

den; Richard O'Brien, WCNX Middletown; Michael Lawless, WPOP Hartford; Ed Leonard, WICH Norwich; Les Douglas, WPCT Putnam, and Dick Rittenband, WHAY New Britain. William D. Clark, Connecticut manager of the UP, was named executive secretary. Next meeting will take place May 11 at Sun Valley Acres.

TvB Appoints McNiff To West Coast Office

WALTER McNIFF has been appointed to head the west coast office of the Television Bureau of Advertising, it was announced Thursday by Norman E. Cash, president of the bureau. TvB expects to have the office in full operation by late May or early June in San Francisco. Address: Exchange Block Bldg., 369 Pine St.

MR. McNIFF

"With increasing amounts of advertising budgets emanating from west coast advertisers, direct bureau representation in this important area is mandatory," Mr. Cash stated.

Prior to joining TvB, Mr. McNiff was regional manager and account supervisor for Kenyon & Eckhardt in San Francisco. From 1951 to 1955, he was account supervisor for BBDO in that city. Before joining the west coast office of BBDO, Mr. McNiff was an account executive with Foote, Cone & Belding in New York and served as an assistant account executive with Compton Advertising just prior to that.

Pardoll, Lee to Speak in Conn.

ARTHUR PARDOLL, media director of Foote, Cone & Belding, and FCC Comr. Robert E. Lee will be luncheon and dinner speakers, respectively, at a meeting of Connecticut Broadcasters Assn. today (Monday) at the Statler Hotel, Hartford. Jerome O'Leary, president of the Boston agency bearing his name, will be an afternoon speaker, discussing the Connecticut market. Mr. Pardoll will discuss the future of radio. Daniel W. Kops, WAVZ New Haven, CBA president, will preside. The program was arranged by Charles Bell, WHAY New Haven, CBA vice president.

Networks Name Tv Boardmen

THREE directors to serve on the NARTB Tv Board have been appointed by the major video networks, their terms effective with the close of the industry convention in Chicago April 11. Four new tv board members representing stations were elected at the convention [B•T, April 15]. The network board members are Alfred Beckman, station relations vice president, ABC-TV; William B. Lodge, station relations-engineering vice president, CBS-TV; Frank M. Russell, NBC-TV vice president (reappointed).

take 5

and get the whole rich northern Florida market, that The PERRY STATIONS cover as no other media can . . . completely, effectively, and with apparent but deceptive ease.

THE PERRY STATIONS

1	WJHP AM/FM/TV	*Jacksonville*
2	WCOA	*Pensacola*
3	WTMC	*Ocala*
4	WDLP	*Panama City*
5	WESH-TV	*Daytona Beach*

Radio Stations Represented By: JOHN H. PERRY ASSOCIATES

TV Stations REPRESENTED BY PETRY

Man from
makes planet-shaking
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TO EAT

LIVE? NO! A guest star (or guest-planetary) can be quite a handful. And when there's a "fluff" it's nice to know you've got it on film—not on the air! Just a snip, and out goes the offending passage. You're *in control* at all times—show, stations, time—clear across the country!

Truly, *a good release is a better release on EASTMAN FILM.*

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6706 Santa Monica Blvd.
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or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to shoot IN COLOR . . . You'll be glad you did

RECORD YEAR EXPECTED BY CBS

- **Profits in first quarter already 8% above 1956**
- **Report given at New York stockholders meeting**

STOCKHOLDERS of CBS Inc. last Wednesday were told that the company fully expects its profits to exceed the record year of 1956. The annual meeting last week in New York also heard that CBS is exploring opportunities to obtain a fifth vhf station.

Highlights of the sessions:

• President Frank Stanton, in a report on developments since issuance of the 1956 annual report, estimated that CBS Inc.'s consolidated net revenues and sales for the first quarter this year will run about 8% ahead of the same quarter of 1956, with profits after taxes approximately 32% higher. The profit outlook for the full year is for "some further improvement even over our record year of 1956," he said, unless there are "extraordinary changes in the economic climate or in respect to Washington action."

• Mr. Stanton also pointed out that CBS, having received the FCC grant for ch. 11 in St. Louis [B•T, April 1], "is now exploring opportunities to obtain a fifth vhf station and thus fill out its quota under FCC's multiple ownership rules.

• He reported that while it is still too early to determine concrete results, CBS Radio's recent rate changes—5% increase in daytime, one-third cut in evening—has created "a substantial amount of advertiser interest" and "there has been some new business. We are hopeful that the rate readjustments will result in a strengthening of the radio network revenues and profits."

• The stockholders re-elected Henry C. Bonfig, Arthur Hull Hayes, J. A. W. Iglehart, Robert A. Lovett, Millicent C. McIntosh, Samuel Paley, and J. L. Van Volkenburg as class A directors, and Chairman Paley and President Stanton, Arthur L. Chapman, Ralph F. Colin, Merle S. Jones, Leon Levy, and Goddard Lieberson as class B directors.

• Board Chairman William S. Paley acknowledged that CBS had been considering purchase of the Paramount film backlog, along with other film packages, but said he knew of no negotiations now in progress. He added: "I cannot promise that nothing will develop."

• Pay-tv, Mr. Paley said, would have an adverse effect on CBS-TV. But, in answer to a further question, he felt CBS would be in a position to participate in pay-tv operations if it wishes to do so, when and if pay television is authorized.

Dr. Stanton, in his formal report, pointed out that estimates of higher first-quarter profits would put per-share earnings for the first-quarter of 1957 at 77 cents as against 60 cents per share for the same period of 1956. Part of the increased profits, he noted, result from the liquidation of CBS-Columbia, whose losses were reflected in the 1956 report.

He said there was reason to hope that CBS-Hytron, under the new presidency of Mr. Chapman, would lose less this year than last and become a profitable operation in 1958.

He also pointed out that since the annual report was issued CBS Labs. has signed for confidential work for both Minnesota Mining & Mfg. Co., and Eastman Kodak Co. Without giving details, he said that MM&M —which is one of the largest suppliers of recording tape, including that used in the new video tape recording equipment—wishes to broaden its operations in the electronics field, while the work for Eastman is "in certain phases of the computor field."

He reviewed briefly the Washington investigations of broadcasting reiterating his statement to CBS-TV affiliates a few weeks ago [B•T, April 8] that he could not predict the contents of the various reports to be issued but that he had "no reason to believe that they will be entirely favorable." He added:

"But of course various steps would be necessary to implement these reports—steps consisting either of legislation or of administrative rule-making. Before any final action would be taken, therefore, I would anticipate further hearings."

With regard to Justice Dept. antitrust probings, he noted that "we have freely supplied information to these investigators" and that "for many years we have worked in extremely close cooperation with our outside attorneys to assure ourselves of compliance with the antitrust laws. Our attorneys . . . in turn have assured us that the several network activities currently under investigation are consistent with the antitrust laws."

One flurry at the meeting resulted in the stockholders voting down—as out of order —three resolutions offered by two stockholders who also are plaintiffs in suits totaling almost $10 million against CBS and other radio-tv entities. The resolutions proposed: (1) That CBS divest itself immediately of its stock interest in BMI; (2) that CBS be barred from buying licenses to the BMI

337 YEARS LATER

RCA technicians will maintain around the clock radio contact with *Mayflower II* on its six-week trip from Plymouth, England, to Plymouth, Mass., according to RCA Communications Inc. Technicians said that while excellent radiotelegraph communication is possible, the small transmitter aboard the vessel will prevent voice contact until the ship nears mid-Atlantic. At that point, a live voice pickup reporting the ship's progress will be made available for network rebroadcasting in the U. S. *Mayflower II* is a replica of the 17th Century original.

repertory, on grounds that this is a useless expense, and (3) that the firm of Rosenman Goldmark Colin & Kaye be discharged as CBS counsel, on grounds that there is a "conflict of interest" since members of the law firm also serve BMI.

On this third resolution, Chairman Paley doubted that any conflict of interest exists, but pointed out that in any case the Rosenman firm does not now represent CBS on BMI matters. On these and in matters involving antitrust questions, CBS is represented by Cravath, Swaine & Moore.

The stockholders also voted down—by 5,551,782 shares to 307,000—a proposal that CBS board members be required to own stock in the company.

'57 Electronics Outlook Good Except for Tv Sets, Report Says

EVALUATION of the electronics industry by Boni, Watkins, Jason & Co., New York, management and economic consultant, indicates the industry as a whole will have "a good year" in 1957 although the outlook for television set production is "not too promising."

The report advises investors to "look beyond tv to a firm's know-how, research and commercial and military electronics business" when considering stock purchases. Earnings on commercial electronic products, the report said, "should at least hold their own in 1957 and perhaps advance sharply again by 1958, and earnings on defense business also should continue upward although unit margins may be small because government buyers are driving hard bargains."

Despite the increase of portable television sets the outlook for tv set manufacturing is not bright, the report continued. It regards the portable set as both "a boon and a bane" to the industry, because it has not activated the replacement market although it has activated the two-set market. The lower price of the portable and the "continuing intense competition resulting from excess capacity has accordingly yielded altogether unsatisfactory profit margins for the majority of tv set producers," the report said.

RCA Announces Debenture Trade; Gives Permanent for Temporary

RCA has announced that definitive 3½% convertible subordinated debentures of the corporation amounting to $100 million are available in exchange for temporary debentures issued originally in December 1955.

In 1955 the Securities and Exchange Commission authorized RCA to offer $100 million worth of debentures to the public and the entire amount was subscribed. The temporary debentures, which had coupons for the first two interest payments—June 1, 1956, and Dec. 1, 1956—are being exchanged at the office of the Irving Trust Co. in New York. The definitive, or permanent debentures, have coupons representing payments from June 1, 1957, to Dec. 1, 1980, the due date of the debentures.

Milwaukee Is Pilot Market For RCA 40-Day Color Drive

RCA moves into Milwaukee today (Monday) for a 40-day merchandising campaign on behalf of color television. The drive will run through May, embrace various advertising and promotion techniques and make use of local media including radio, television and newspapers.

Titled "Milwaukee's Carnival of Color," the campaign will be conducted in cooperation with the Taylor Electric Co., Milwaukee area distributor of RCA and RCA Victor products. Milwaukee is the pilot market for the push on color and RCA plans to extend the merchandising campaign to other sections of the U. S. during the late summer and fall.

Milwaukee was picked for the color drive —according to Martin F. Bennett, RCA vice president-merchandising—because of its middle west location, rank of 15th in population among the nation's counties, annual effective buying of nearly $2 billion and the network and local colorcasting facilities available there. Stations equipped for color programming include WTMJ-TV, NBC affiliate, uhf WXIX-TV and WISN-TV. The latter plans to originate local color when studios are completed this summer.

As part of the campaign, NBC-TV's *Today* program will originate six feature presentations from Milwaukee in color this Thursday. The features will cover Wisconsin's mutation mink industry, the St. Lawrence Seaway and the Milwaukee Braves baseball team, among other subjects.

The Taylor Electric Co. has formulated plans for dealer participation in the campaign by more than 50 retailers in the Milwaukee area. Taylor and dealers have arranged for paid newspaper advertisements, spot radio and tv announcements, a direct mail campaign, and telephone and door-to-door solicitations.

Radio Set Production Rises, Tv Down in January-February

RADIO set production for the first two months of 1957 is running ahead of last year, according to Radio-Electronics-Tv Mfrs. Assn. Tv output is down for the period.

Production of radio sets totaled 1,085,529 in January and 1,264,765 in February, a total of 2,350,294. This represents a substantial gain over the same 1956 period. Auto sets totaled 521,624 in January and 522,859 in February. Cumulative radio set sales at retail totaled 1,088,392 for the first two months of 1957, compared to 986,073 in the same 1956 period. Auto radios are not included in retail data.

Output of tv sets totaled 450,180 units in January and 464,697 in February, a two-month total of 914,887 compared to 1,164,629 in the same 1956 period. Retail sales of tv sets totaled 623,359 units in January and 525,437 in February, a total of 1,148,796 compared to 1,144,767 in the same two months of 1956.

Of tv sets manufactured this year, 67,079 of the January output and 68,219 of the February models contained uhf tuning facilities. Of the total produced 1020 of the February tv sets contained tuning facilities for the fm audio band and 879 of the January production contained fm tuners.

Sales of tv picture tubes totaled 760,855 in January and 728,363 in February, a total of 1,489,218 compared to 1,790,448 in the same 1956 period.

RETMA announced 922,326 tv sets had been shipped to dealers in the first two months of 1957, compared to 1,153,016 in the same 1956 period. Radio shipments totaled 852,616 sets in the two 1957 months compared to 940,524 a year ago.

Webcor '56 Sales Set Record, But Net Income Loss $995,000

RECORD sales high of $34,305,837 and loss of $995,000 in net income were reported by Webcor Inc. in its 1956 financial statement.

The company, which manufactures phonographs and wire and tape recorders, said sales rose 7% from $31,984,539 in 1955. Net loss came after a $900,000 deduction for federal income tax carryback loss refund and high initial costs from entry in the military products field. Webcor enjoyed a net income of $589,574 the previous year.

A profitable year in 1957 was predicted by Titus Haffa, Webcor president and board chairman, in his letter to stockholders. Webcor was renamed from the old Webster-Chicago Corp.

110° Deflection Picture Tube In Entire Sylvania 1958 Line

SYLVANIA Electric Products Inc. has announced that its entire 1958 television line will be built around the 110-degree magnetic deflection picture tube which was introduced in the company's 17-in. portable models last December.

W. Herbert Lamb, general manager of Sylvania's television picture tube division, stated that the 110-degree line, which will be introduced to the public early this summer, will include 14, 17 and 21-in. tubes. The latter, in production this month, is designed for table and console model sets.

The new 21-in. tubes, nearly six inches shorter than the commonly used 90-degree picture tubes, are 20% lighter and should enable the company to reduce over-all dimensions of the 21-in. table and console models by 50%, Mr. Lamb said. The 110-degree portables now on the market may account for 50% of sales in 1957, according to R. L. Shaw, general sales manager of the radio-television division.

Fm 'Radio Pill' Demonstrated

DEMONSTRATION was held in New York last fortnight of a "radio pill" that emits fm signals to medical researchers as it passes through the human body. Developed by RCA, the Rockefeller Institute and the New York Veterans Administration Hospital, the new "pill" is designed to provide information on the functioning of the human intestinal tract.

MANUFACTURING PEOPLE

James L. Lewis, vice president of Van Norman Industries, named president of Insuline Corp. of American (subsidiary of Van Norman), Manchester, N. H., succeeding **Myles S. Spector. Paul C. Eberhardt,** Van Norman vice president, appointed Insuline vice president succeeding **William J. Schoenberger. W. Raymond Parshall** and **Max A. Stolper** named treasurer and secretary of Insuline, respectively.

Jack Kuhner, treasurer of Hoffman Labs Inc., L. A., elected director-vice president of Hughey & Phillips Inc., Burbank, Calif.

John F. Watter, sales engineer, General Electric, named district manager of GE's new district sales office for radio-tv broadcast equipment at Wyatt Bldg., Washington, D. C. He will also serve as company's liaison with FCC, engineer consultants and legal firms.

MR. WATIER

Donald F. Karaffa, sales correspondent at Sylvania Electric Products Inc., sales service department at Williamsport, Pa., appointed supervisor of Sylvania's government sales service—electronic products, succeeding **Charles R. Slagle,** transferred to company's renewal sales department.

Thornton F. Scott, market planning research analyst, appointed administrator, advertising and sales promotion, RCA components division, Camden, N. J.

L. Alan Wintering, lighting sales representative of Sylvania Electric Products Inc., in Columbus, Ohio, appointed St. Louis district sales manager for radio and television division of company.

Malvern B. Still, manufacturing manager of RCA's Cannonsburg (Pa.) plant, named manager of RCA Victor Radio & Victrola Div. at that plant, succeeding **F. E. Stouffer,** resigned.

Thomas G. de Fabiny, assistant to managing director of international division, Sylvania Electric Products Inc., N. Y., appointed planning-development manager of division.

Lewis C. Radford Jr., eastern district sales manager for Allen B. DuMont Labs. Tv Transmitter Div., to Visual Electronics Corp., N. Y., as southeastern sales representative.

Joseph Marty Jr., formerly general manager of Admiral Corp.'s Electronics Div., appointed special field sales representative at Zenith Radio Corp., Chicago.

Robert Wilson, 51, engineer for Westinghouse Electric Corp., died in Chicago April 12. He had attended NARTB Convention.

STATIONS

PETRY URGES NIGHT RADIO SLASH

- **Irresistibility of lower rates stressed to client stations**
- **Representative's first proposal made at NARTB convention**

A MOVEMENT to cut radio stations' nighttime rates to approximately one-half of daytime charges has been initiated by Edward Petry & Co., pioneer station representation firm, with first indications that the drive is making headway among Petry-represented stations.

The nighttime cut, it was learned last week, was proposed to stations on the Petry list at a special "let's face facts" meeting called by the firm's officials in conjunction with the NARTB convention in Chicago two weeks ago. The plan also involves reductions in weekend time costs through a somewhat more complicated formula.

Petry officials last week declined to discuss the meeting, but it was learned they had told their stations the time has come to get some life into nighttime sales—and that the way to do it is to make evening time so attractive that advertisers cannot refuse to buy it.

It's better to make sales at substantially lower prices than to go on making few or none at the present rates, Petry officials were reported to have told the group. In short, they were quoted, maintaining rates that fail to move "goods"—and which have shown over a substantial period that they are not attractive to buyers—is economically senseless.

CBS Radio's recent action in cutting its evening rates by one-third, while boosting daytime rates slightly [B•T, Feb. 25], was cited as both precedent and support for the Petry proposal that evening rates also be cut at the local level. Before that realignment, CBS Radio's day and night rates—like those of most stations in recent years—were substantially identical.

The Petry officials were said to have emphasized that nighttime cuts must be coupled with strong "positive selling," with evening time not to be treated "like daytime's stepsister." With a 50% cut in rates, they reasoned, nighttime could be pushed wholly on its own merits without regard to daytime, where sales now are running much stronger.

While the discussions in the Petry meeting centered on rates for spot announcements and packages, it was presumed that any reductions in that area also would apply to established charges for whole program periods, which are not now in general demand.

The representation firm's leaders made clear, it was understood, that in proposing large-scale nighttime cuts they were "not talking to any of you who are really selling evening time."

But few of the approximately 20 stations represented at the meeting were said to have claimed that their nighttime sales—either local or national—were satisfactory, although at least one was reported to have argued that the better course would be to leave evening rates where they are but boost daytime charges to twice those for night.

Most of the stations, it was understood, indicated privately if not openly that they were in general agreement with the Petry officials' arguments, although apparently none made any commitment on the spot. The decision, of course, will be up to each station individually.

Indicating the extent to which they had pondered the question, the Petry authorities showed a presentation developed in support of the rate-cut proposal, and offered to back the stations with substantial promotional outlays if they decide to adopt the plan.

As part of the presentation they cited research showing the average level of radio sets in use between 7 and 10 p.m. is approximately 58% of the average between 6 a.m. and 6 p.m., while for the four-hour period from 7 p.m. to 11 p.m. the average is 55.5% of the 6 to 6 level.

But instead of establishing nighttime rates on the same mathematical basis as the relationship between evening and daytime listening—that is, at 55% or 58% of day rates—they argued that the nighttime costs should be reduced even further, to around 50%, to overcome the "unglamorous ideas" that many advertisers and agencies hold about nighttime radio.

A super-saturation or "tonnage" type of sales package was foreseen by the Petry officials as the backbone of the reduced-rate plan. That is, stations would offer large packages of announcements at the new rates on a run-of-evening-schedule basis, but with some safeguard to assure the advertiser that his announcements would be distributed over several evenings of the week rather than lumped into one or two evenings.

The Petry executives also were reported to have cautioned their stations that the

SWEET SUCCESS

IN THE LAND of tall men, tall tales and tall tv, the new tower of KTBC-TV Austin turned out to be too tall for one candy firm, even a Texas candy firm. Lamme's Candy of Austin, a confectionery that specializes in pralines, cooperated in a one-day promotion by KTBC-TV to find out how far the tower was sending its signal. Each viewer who wrote from more than 50 miles away was promised a box of candy. Two days later the praline purveyor had to postpone a proposed second offer until after Easter. The firm was swamped, mailing out 1,100 boxes of candy. Viewers wrote from as far as Brownwood, 115 air miles away, and from several towns and cities within the 80-90 mile signal limit.

movement would get nowhere if launched by only a few stations. But if a score or more would adopt it, they saw a good chance that the movement would "mushroom."

Among related problems discussed at the meeting, it was understood, was that of new selling tactics of radio networks—long a sore spot among representation firms. Station Representatives Assn. has been especially outspoken in charging that NBC, particularly, is selling radio so cheaply that it is endangering the whole radio rate structure.

The Petry officials were quoted as warning that "cheap" sales of radio network time not only were siphoning off potential spot business but also were making the proposed wholesale cut in stations' own nighttime rates even more imperative.

STORER SETS UP AM, TV DIVISIONS

STORER Broadcasting Co., Miami Beach, has separated radio and tv properties into separate divisions effective May 1, Stanton P. Kettler, vice president in charge of operations, announces. The new divisions will replace the organization's former north-south districts.

William E. Rine, vice president of the northern district, becomes vice president for radio operations and George B. Storer Jr., southern district vice president, is to be vice president for television operations.

Storer properties are WGBS-AM-TV Miami, WJBK-AM-TV Detroit, WJW-AM-TV Cleveland, WSPD-AM-TV Toledo, WAGA-AM-TV Atlanta, WWVA Wheeling, KPTV (TV) Portland, Ore., WIBG-AM-FM Philadelphia and WPFH (TV) Wilmington. The firm has filed for approval to sell WBRC-AM-TV Birmingham to Radio Cincinnati Inc. (WKRC-AM-TV-*Cincinnati Times-Star*).

The new division plan, Mr. Kettler said, was set up to permit greater concentration on each medium at headquarters. Radio and television already had been operating autonomously under managing directors.

Mr. Rine joined Storer in 1932 in the commercial department of WWVA. He was named managing director in 1946 and in 1951 district vice president. The younger Mr. Storer started with his father's firm in 1948 when he supervised the building of WAGA-TV Atlanta. Later he advanced to vice president and managing director of former Storer radio-tv properties in San Antonio and in May 1955 became southern district vice president.

MR. RINE MR. STORER

Beaston to Succeed Johnson In Storer Midwest Sales Post

FLOYD E. (BUD) BEASTON, sales manager of WNBQ (TV) Chicago, has been appointed midwest tv sales manager in the Chicago office of Storer Broadcasting Co., according to an announcement by Maurice E. McMurray, Storer national sales director.

MR. BEASTON

The appointment, effective today, fills the vacancy created when Lew Johnson transferred to the New York office of Storer Broadcasting.

Mr. Beaston joined WNBQ in 1951.

Broadcasters Lose First Round Against California Sports Tax

CALIFORNIA broadcasters last Tuesday lost the first round of their fight to defeat a bill in the State Legislature calling for a tax on the gross receipts of sports promoters from sale of radio and television rights when the Assembly Committee on Government Economy & Efficiency, by a 9 to 6 vote, ordered the measure reported to the entire Assembly.

The bill, seventh in a series of similar proposals which before now have never been voted out of committee, is designed to augment the revenue the State Athletic Commission now receives from a tax on gate receipts. It reportedly would provide an extra $75,000 the commission feels it needs to finance its investigation of rackets in state sports. Broadcasters believe the tax, if imposed on the sports promoters, would promptly be passed along to broadcasters.

But radio and tv stations could not so promptly pass this additional sum along to advertisers sponsoring sports broadcasts and telecasts, Harry Warner, legal counsel for KTLA (TV) Los Angeles, told the Committee on Government Economy & Effi-

SALES PROVE POINT

WHUM Reading, Pa., is sold on saturation radio—and it has proved its point. Operating in a newspaper-conscious locale, George Spanier, station account executive, persuaded Lee Heffner, local Ford dealer, to spend his whole January budget in radio. WHUM had a free hand with copy and schedules. Using the theme of "prices so low they're laughable," everyone ended up happy. The station had the best January in its history, and most laudatory, the advertiser's business increased $26,000 over the preceding January.

KCEN-TV is the Leading Station in Texas' 5th Television Market

Between the first four major markets of Texas is a giant fifth. Not until KCEN-TV developed a television service with a tower TALL ENOUGH and programming GOOD ENOUGH was this important fifth market covered – really covered – by a single medium. Now, thanks to Nielsen, what we have always contended is a matter of record. KCEN-TV is acknowledged as "THE LEADING STATION IN TEXAS' 5th TELEVISION MARKET."

**833 feet*
**830 feet above average terrain.*

NIELSEN NCS No. 2 — NOV. 1956

	KCEN-TV	Station B
No. of TV Homes in Area	106,370	87,040
Monthly Homes Reached	88,040	66,270
Daytime Weekly NCS Circ.	76,760	55,410
Daytime Daily NCS Circ.	56,700	39,650
Nighttime Weekly NCS Circ.	83,010	62,820
Nighttime Daily NCS Circ.	68,420	49,940

SERVING THE TEMPLE-WACO MARKET AND ALL CENTRAL TEXAS

KCEN-TV

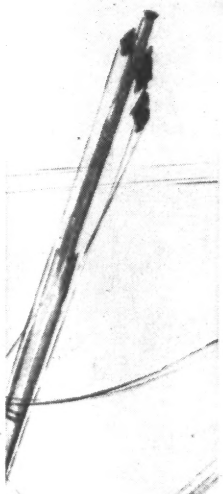
Channel 6

INTERCONNECTED NBC AFFILIATE

33 Counties Served According to Nielsen Survey No. 2. Inquiries as to details invited.

National Representatives, George P. Hollingbery Co.; Texas Representatives, Clyde Melville Co., Dallas.

DOCTOR OF SHIPS



Rick Bruhn specializes in preventive "medicine."

Rick is the Mobil marine engineer in Hong Kong. His counterparts work in every major Free World port—more than 400.

As you trust the skill, training and experience of your doctor, so do the men who know marine machinery trust the Rick Bruhns to diagnose their ships' needs and prescribe the right fuels and lubricants.

Mobil know-how created the first and most comprehensive service of this kind. It helps assure that goods you send or receive move without delay—that as a passenger you arrive and depart on schedule—that every voyage is a Bon Voyage.

This master's touch in oil services the world's mightiest warship, the world's fastest boat, every flagship of every leading ship line, two-fifths of all the world's freighters. It was the choice for the maiden voyage of the first atomic-powered submarine.

* * *

For more information about these doctors of ships, write to Room 2400, Socony Mobil Oil Co., Inc., 150 East 42nd Street, New York 17, N. Y.

SOCONY MOBIL OIL COMPANY, INC.

Leader in lubrication for 91 years

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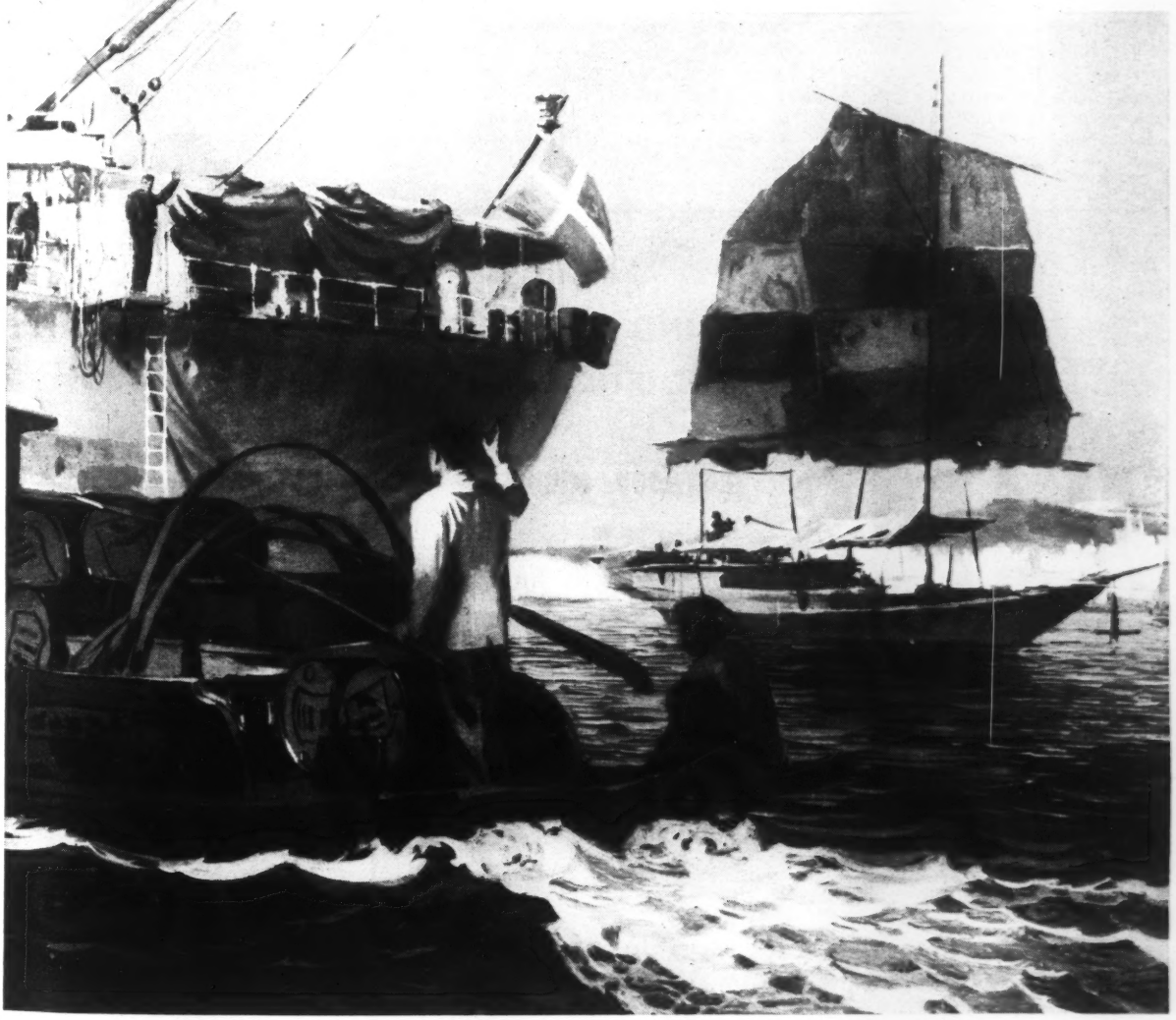


ciency in testimony on behalf of the four independent tv stations of Los Angeles: KCOP (TV), KHJ-TV and KTTV (TV) as well as KTLA. The bill, if adopted, would be unconstitutional, Mr. Warner contended, because it would impose the tax, amounting to about 7½%, on all radio-tv receipts without segregating receipts for intrastate sportscasts from those received for those going interstate, such as a Pabst or Gillette sports show originated in California.

Noting the committee votes for the bill were only the bare number required to get it out of committee, Mr. Warner said that when the measure reaches the floor of the assembly, probably this week, it will be opposed again by the state's broadcasters, who also will fight it in the State Senate. "We lost the first round, but others are coming up and the fight is a long way from ended," he said.

Huddle Continues on L. A. Sale

REPRESENTATIVES of *Copley Press*, owner of KCOP (TV) Los Angeles, and a group headed by Kenyon Brown and Bing Crosby, last week were still working out the terms for the sale of the station to the Brown-Crosby syndicate for $4 million [B•T, April 8]. Jack Heinz, vice president and general manager of KCOP, said Thursday that there is every indication that the deal will go through as contemplated, but that getting all the points settled is a time-consuming matter.

KING-TV WINS RIGHT TO COVER BOAT RACE

- **KOMO-TV's Warren comments**
- **Tv access not issue, he says**

KING-TV Seattle has won the right to telecast the May 5 Apple Cup Hydroplane Race on Lake Chelan, the station reports. Judge J. A. Adams of the Chelan County Superior Court held April 13 that a grant of exclusive coverage rights by the race sponsor, Lake Chelan Boat Racers Inc., to KOMO-TV Seattle was "unconstitutional and void" because it violated fundamental principles of freedom of the press, according to KING-TV.

Otto Brandt, vice president and general manager of KING-TV, said, "Judge Adams' decision today has national significance. It reasserted the important principle that television, as part of the press, has the right of free and equal access to public news events. The effect is a great service both to news media and to the general public."

Asked to comment on the ruling of Judge Adams, W. W. Warren, executive vice president and general manager of KOMO-TV, noted that Judge Adams in his oral opinion —not yet final—suggested the question should be passed upon by a higher court for full and complete determination, if time permits, and added that the city attorney of Chelan had stated serious consideration is being given to bringing the matter to a higher court. "KING-TV was granted the right to use a public park, but was denied all other requests made of Judge Adams," Mr. Warren said.

"In view of statements made by others," he continued, "it should be pointed out that the exclusive contract was passed upon only in so far as the use of the public parks was concerned, and the contract was not held to be unconstitutional and void as claimed. It has also been implied that this case involved a question of equal access for tv. . . . It was only a question of the extent to which the City of Chelan could control its own property. Access to telecast this sporting event was never denied to any tv station at any time. The only denial was the use of some property to be used as a telecast site."

KING-TV is proceeding with plans to cover the event which opens the 1957 unlimited hydroplane racing season in the United States. KREM-TV Spokane and KGW-TV Portland, Ore., will carry the KING-TV coverage. Lake Chelan Boat Racers Inc. has advised KING-TV that the organization will comply with the ruling, the station said.

WOAI-AM-TV's Hugh Halff Dies After Extended Illness

HUGH A. L. HALFF, 53, president of WOAI-AM-TV San Antonio, died April 14 after an extended illness.

MR. HALFF

Mr. Halff started in 1931 with WOAI, founded 11 years earlier by his uncle, the late G. A. C. Halff. WOAI-TV, first television station in San Antonio, was founded under the younger Mr. Halff's direction in 1949. Mr. Halff served two terms on the board or directors of the National Assn. of Broadcasters.

Survivors are his wife, Catherine Harding Halff; two children, Hugh Jr. and Catherine; his mother, Mrs. Henry L. Halff, all of San Antonio, and his sister, Mrs. Arnold S. Askin of New York City.

Calif. Group Buys XEAC Rights

UNITED STATES sales rights to XEAC, Mexican station located some 12 miles from Tia Juana in Baja California, Mexico, have been obtained by a new corporation, California Broadcasters Corp., Dean Simmons, veteran Los Angeles advertising man and one of the CBC principals, announced last week. The station, owned by Jorge T. Rivera who also is an executive of CBC, currently operates with 5 kw on 690 kc, but before fall its power will be increased to 50 kw with a non-directional signal daytime and one directionalized up and down the Pacific Coast at night, Mr. Simmons said. CBC is investing more than $300,000 for new equipment for XEAC, he reported, including a new GE transmitter

IF YOU'RE BUYING
VACATION LAND AUDIENCE

WJMS IRONWOOD, MICHIGAN
•
630KC 1000 WATTS

. . . Gives you a bonus audience of upwards of ½ million listeners at no increase in WJMS' present low rates.

Contact your nearest Hil F. Best office or William L. Johnson, Pres.-Gen'l Mgr.

WJMS, Ironwood, Michigan Tel. 20

Meet the men of atomic-electric power

These are two of the new "atomic men" in the business of producing electricity. In the photograph, they are studying a small-scale model of an atomic reactor designed for an atomic-electric power plant.

They, and hundreds of other electric company men, are learning how to harness the power of atomic energy to the job of producing electricity. Working with scientists and engineers of the Atomic Energy Commission, equipment makers and builders, they are helping develop the new tools, new machinery and new kinds of buildings needed for atomic-powered electric plants.

The nation's appetite for electric power is growing rapidly, and atomic energy promises a vast new source of fuel to make more electricity. That's why independent electric companies are studying, testing and comparing methods and equipment to find the best ways to put the atom to work for America.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

WLOK Memphis, Tenn., celebrates its first anniversary as a member of the OK Group as the first account sold under OK management is renewed for a year. Wayne Grout, president of Colonial Bakeries, Memphis, signs his firm's second 52-week contract for six 15-minute shows a week, featuring disc jockey Hunky Dory. At the signing (l to r): Eugene P. Weil, general manager of WLOK; Mr. Grout; Bob Bartusch, WLOK account executive, and Ernest Lee, president of Merrill Kremer Advertising Agency, which handles the Colonial Bread account. Jules Paglin and Stanley Ray Jr. head the OK Group (WBOK New Orleans, WXOK Baton Rouge, WLOK, KAOK Lake Charles, La., and KYOK Houston.)

AVAILABLE!

AGENCY AFFILIATION

IN THE WEST

* * *

A fast-firing, talent-loaded ad agency. . . . COMPLETELY organized to service . . . to hold . . . to boost. . . .

YOUR BILLING

as your

SUBORDINATE AGENCY

* * *

REFERENCE CLUES

Billing . . . $1,538,000.00 in 1956. More in '57!

Location . . . SECOND TO NONE . . . in *SATURATION* . . . offices and reps in Seattle, Portland, Richland, Stockton, Salt Lake City, Fort Worth, San Diego, Long Beach, Phoenix and LOS ANGELES. . . !

If you need WESTERN representation . . . and FULL CONTROL *assured* for your accounts. . .

write or wire

BOX 385-G, BROADCASTING-TELECASTING

bought earlier this month at the NARTB convention in Chicago.

Principals in the new firm, in addition to Mr. Simmons and Mr. Rivera, include Ashley Robison, former half-owner and executive vice president of KCCC-TV Sacramento, Calif., and James and Robert Harmon of San Diego, where James Harmon has been program director of KFMB-TV.

A new call will be sought for XEAC, Mr. Simmons said.

KTVI (TV) Switches to Ch. 2; Begins Operation in St. Louis

KTVI (TV) St. Louis last Monday completed its switchover from ch. 36 and began operation on ch. 2. The FCC in its deintermixture proceeding [B•T, March 4] gave KTVI permission to operate temporarily on ch. 2 pending a final decision between competing applicants.

Transition to the new channel took three weeks, during which time the station was dark. Operating as St. Louis' third commercial vhf station (one other vhf is an educational facility), KTVI is now a basic ABC affiliate.

J. J. Bernard, former vice president-general manager of WGR-AM-TV Buffalo, is vice president and general manager of KTVI [AT DEADLINE, April 15].

Four Timebuyers Named Winners Of KWKH Promotion Contest

KWKH Shreveport last week announced the winners in a contest based on timebuyers' analyses of Nielsen Coverage Service Study No. 2.

According to KWKH, three other U. S. stations outranked it in the margin of superiority over competing stations in the same market in the Nielsen study. Competing timebuyers had to identify the three by making their own computations based on the Nielsen reports.

Winners were Robert H. Graf, Ted Bates, New York; Marvin Berns, J. Walter Thompson, Chicago, and Caroline V. Posa and Ed Papazian, BBDO, New York. Messrs. Graf and Berns each won $500. Miss Posa and Mr. Papazian shared $500.

DeVries Named to Head WGR-TV

VAN BEUREN W. DeVRIES, program director of WGR-TV Buffalo, has been appointed station manager, George F. Goodyear, president of WGR Inc., announced last week.

MR. DeVRIES

Formerly on the staffs of KWFT-TV Wichita Falls, Tex., and WMAL-TV Washington, Mr. DeVries has been program director of WGR-TV since it went on the air in 1954.

RADIO JUMPS SALES

TRAFFIC-TIME radio produces sales in Southern California, according to Electric Equipment Co., Los Angeles, distributor of Rislone, which reported an increase of 109% in sales since the beginning of sponsorship of the Mon.-Fri. 7:55-8 a.m. *Bulletin Board* on KFI Los Angeles the first of the year. The firm signed for an additional 26 weeks through Roche, Eckhoff & Lee, Los Angeles.

Andres, WKY-AM-TV Manager, Dies Wednesday After Stroke

FUNERAL SERVICES were held Thursday for Hoyt Andres, 42, manager of WKY-AM-TV Oklahoma City, at the Nichols Hills Presbyterian Church there. He died Wednesday in St. Anthony's Hospital, Oklahoma City, after suffering a cerebral hemorrhage April 13 at his home.

MR. ANDRES

Mr. Andres had returned to WKY last February after managing WSFA-TV Montgomery, Ala., for two years, since The WKY Television System bought the facility in February 1955. He joined WKY in 1946 as radio program manager and was named assistant manager in 1951. A graduate of Baylor U., where he helped organize the first radio-dramatic school west of the Mississippi, Mr. Andres later worked for stations in Texas and Missouri. He was considered a tv pioneer in the Southwest.

Survivors are his wife, Sulie and three children, Hoyt Jr., 14, David, 6, and Susanne, 3.

Miller Elected Gannett President

PAUL MILLER, executive vice president of the Gannett Co., has been elected president of the firm. Frank Gannett, founder, was elected president-emeritus, and Frank E. Tripp, continuing as chairman of the board, becomes president of all subsidiaries except Gannett Foundation and WHEC Inc., Rochester, which are headed by Mr. Miller, president. Mr. Miller, former assistant general manager of the AP and Washington bureau chief, has been with Gannett Co. since 1947. Gannett Co. owns WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, an interest in WHDL Olean, all N. Y., and WDAN-AM-TV Danville, Ill.

MR. MILLER

IN THE AIR and on the ground WVNA Tuscumbia, Ala., is gaining a reputation for high mobility. Traveling equipment includes a Piper Apache twin-engine plane, a Volkswagen mobile transmitter unit, Ford Ranch Wagon and two Isetta 300 Motocoupes. The sales department uses the Ford and Isettas to cover North Alabama and points beyond, while the Apache is for general use.

Circuit Court Sets Action On WTVT (TV) Contempt Appeal

DECISION on the right of a judge to ban telecasting of news film taken in a courthouse corridor is expected next month in Leon County (Fla.) Circuit Court where an appeal was taken from a contempt citation handed down in lower court [B•T, March 11, *et seq.*].

Jack Murphy, cameraman for WTVT (TV) Tampa, Fla., was sentenced to pay $100 fine or serve 30 days in jail for refusing to destroy film shot in a corridor outside the courtroom. City Judge John Rudd handed down the sentence.

In taking an appeal, P. A. Sugg, WTVT general manager, said the action was based not only on the rights of WTVT but on those of the entire newsgathering industry and the general public. Former Gov. Doyle E. Carlton, of Florida, WTVT counsel, said the picture, a three-minute film "was taken out of sight and out of hearing of court and could not interfere with the orderly proceedings of the court."

Mr. Murphy had refused to destroy the film, as ordered by Judge Rudd, on the ground he had no such authority. He had sent the film to WTVT which put it on the air.

ONE FOR ALL

CLOSING ranks to meet a common need, three rival steel firms have been sharing commercial time on a program sponsored by one of them on KMTV (TV) Omaha.

Allen & Reynolds, Omaha agency which supervised production for the sponsor, Paxton & Vierling Steel Co., thinks the effort may show industry one way to ease the shortage of skilled craftsmen.

The need in the case of the structural steel fabricating companies is for draftsmen. Paxton & Vierling, together with Gate City Steel Co. and Omaha Steel Works, cooperated with Omaha public schools and the American Institute of Steel Construction to develop a two-year course in the subject for high schools, and Allen & Reynolds produced a descriptive brochure for students. But the companies still had to find a way to generate interest in the booklets. To this end, PVS donated commercial time on its KMTV newscasts.

The agency produced three two-minute film interviews with heads of each of the firms. Interviews were directed to students and parents, telling them of the program and booklet offer.

First results of the cooperative effort have been described by Allen & Reynolds as excellent.

Coleman Joins Triangle Stations

GEORGE D. COLEMAN, general manager of WGBI-AM-TV Scranton, Pa., has joined Triangle Stations, Philadelphia, as director of regional sales. Triangle Stations are WFIL-AM-FM-TV Philadelphia; WNBF-AM-FM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa., and WNHC-AM-FM-TV New Haven, Conn.

MR. COLEMAN

Mr. Coleman is past president of the Pennsylvania Assn. of Broadcasters and served six years as a director of the National Assn. of Broadcasters (now NARTB).

KOME Sale to Bonebrake Off

NEGOTIATIONS for the purchase of KOME Tulsa, Okla., by Matthew E. Bonebrake (KOCY Oklahoma City) for $200,000 [B•T, April 15] have fallen through, E. William George, general manager of KOME, reported last week. KOME operates on 1300 kc with 5 kw day, 1 kw night.

'WAY OUT IN FRONT!

ONLY WSAZ-TV COVERS THE HUNTINGTON-CHARLESTON MARKET

NIELSEN: NCS #2 1956
% PENETRATION OF COUNTIES IN COVERAGE

WSAZ-TV		STA. B	STA. C
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12*
*February 1957

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

MUSE KNIEST ZELLNER SALONITES LOWEN

FIVE MEN have been added to the staff of the Katz Agency, national station representative, three assigned to New York and two to the new St. Louis office. James Edward Muse, formerly commercial manager of WGEM-TV Quincy, Ill., joins the St. Louis television sales staff. Thomas E. Kniest, formerly radio salesman with KXOK St. Louis, has been added to the Katz radio sales staff there.

Gordon George Zellner, previously account executive with WATV (TV) Newark, N. J., will work with the New York television sales staff. Stephen M. Salonites, formerly with the media department of Benton & Bowles, joins the New York tv sales development staff, and Jesse Lowen, formerly with WMAZ-AM-TV Macon, Ga., is added to the promotion-research department there.

WIP to Get Birthday Citation From City, Chamber of Commerce

WIP PHILADELPHIA today (Monday) starts a week-long celebration of its 35th anniversary, to be highlighted Friday by a luncheon at the Barclay Hotel, where the Chamber of Commerce and the City of Philadelphia will present a special award to Benedict Gimbel Jr., president-general manager of WIP.

The citation salutes WIP's "unique contributions to the economic and civic progress of the region." It will be presented by Alfred Blasband, chairman of the chamber's special projects committee, and Fredric R. Mann, director of commerce for the city. Featured luncheon speakers will be Comr. Robert E. Lee of the FCC and Philadelphia Mayor Richardson Dilworth.

WIP, born in the corner of the piano department of Gimbel Bros. store, officially marked its 35th anniversary on March 16, when an atomic battery at the International Atomic Exposition & Nuclear Congress at Philadelphia's Convention Hall was used to trigger the station's signal.

ARB proves...
KFSA-TV
your BEST buy in
Fort Smith
Arkansas
percentage of tv homes
station viewed MOST before 6 pm
station viewed MOST after 6 pm
KFSA-TV (UHF) 59 63
Station B (VHF) 17 21
Station C (VHF) 12 9
ARB 1957 METROPOLITAN AREA COVERAGE STUDY (A to Z)
NBC-ABC
The only SUCCESSFUL UHF in the Great Southwest
Represented by John E. Pearson Company
Affiliated Management
KFSA Radio • Ft. Smith Times-Record • Ft. Smith Southwest American
KFSA-TV
Fort Smith
Arkansas

Chicago Radio-Tv Newsmen Ask City Hall Facilities

REQUEST for inclusion of permanent broadcast facilities in new Chicago City Council chambers, filed with Mayor Richard J. Daley by radio-tv station news directors, is being considered by a City Hall special committee.

Construction of booths in City Hall, which was damaged by a fire March 21, would permit radio-tv-newsreel coverage of council activities without interference and eliminate one of the more frequent objections raised against media—the presence of cameras, microphones and other equipment, according to station news chiefs.

Modern electronic reporting would be better served along lines of the example set by the United Nations' General Assembly, it was contended. Chicago stations generally have been unsuccessful in getting permission to cover council proceedings in recent years.

Sam J. Slate Succeeds Ward As WCBS-TV General Manager

SAM J. SLATE, director of programs at WCBS New York for 5½ years, has been named general manager of the CBS Radio station, it was announced last week by Jules Dundes, CBS Radio vice president in charge of station administration. Mr. Slate succeeds Carl S. Ward, promoted to manager of station relations, CBS-TV.

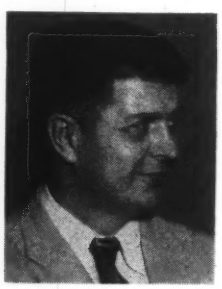
MR. SLATE

Prior to joining WCBS in 1951, Mr. Slate was program director for British Broadcasting Corp.'s New York office for six years, producing shows for both the domestic and overseas service of BBC.

Before that Mr. Slate's work included radio public relations work during World War II and earlier program promotion and merchandising for Phillips H. Lord Inc., program packager.

Williams Heads WSM-AM-TV News

BILL WILLIAMS, morning editor, WSM Nashville, and newscaster for WSM-TV, has been named director of news and special events of WSM-AM-TV. He succeeds Harold Baker, who becomes news director of WFGA-TV Jacksonville, Fla., May 1.



MR. WILLIAMS

Mr. Williams, in the radio-tv news field for 12 years, is son of the late Billy Williams, former NBC writer and manager of KOA Denver.

'E' IS FOR EFFORT

"WHERE there's a will there's a way." The truth of this old adage is borne out by the *modus operandi* of KMYR Denver in procuring a new spot contract.

The radio station was awarded a spot contract by Continental Air Lines for its spring advertising campaign after two women "picketed" in front of Denver's Brown Palace Hotel during Continental's recent national sales meeting. The pair carried signs reading "Continental Air Lines Unfair to KMYR and other Denver Broadcasters."

The stunt arose from a quotation in a Denver newspaper to the effect that only newspaper advertising would be used in Continental's spring ad campaign.

In short order, Stanley O. Halberg, vice president in charge of advertising for the air line, informed officials at the meeting that radio would be a "big factor" in the spring campaign.

To cement continuing good relations between the station and Continental, KMYR General Manager Ken Hildebrandt then had his "picket" parade in front of the hotel sporting the same signs with the word "unfair" changed to "fair."

KMYR DENVER General Manager Ken Hildebrandt deletes letters "UN" from signs carried by two lovely "pickets" in front of Denver's Palace Hotel after the radio station was awarded a new spot contract by Continental Air Lines as part of its spring advertising campaign.

WRCV Promotions Announced

Harold W. Waddell, sales director of WRCV Philadelphia, has been appointed station manager, according to an announcement by Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV. William S. Dallmann, local sales manager of WRCV, becomes sales manager. Both served earlier with NBC in Cleveland.

STATION PEOPLE

John T. Ryan Jr., president of Mine Safety Appliances Co., named president of WQED (TV) Pittsburgh educational station.

Joseph B. Haigh, chief engineer, KFJZ-TV Fort Worth, Tex., to WJBK-TV Detroit as chief engineer.

W. Henry White, WSB-TV Atlanta studio supervisor, named assistant chief engineer of WSB-AM-TV.

Robert S. Tyrol and **Ernest H. Peterson,** account executives, WTIC Hartford, Conn., named assistant general sales manager and local sales manager, respectively.

Earl W. Welde, sales manager, WNAO-TV Raleigh, N. C., named assistant general manager succeeded by **Joseph F. McGinley,** local sales manager of WNAO-TV. **Jimmy Simpson,** sportscaster, appointed sports director for WNAO-TV and WKIX (Sir Walter Tv Co. licensee of both stations), same city. **James A. Ballard,** formerly manager of WOOW New Bern, N. C., named WKIX sales manager.

Thomas A. O'Neill, Ernst & Ernst (accounting firm), Phila., to WFIL-AM-TV, same city, as assistant business manager.

Dave Lundy, KGO-AM San Francisco sales staff, and **Dave Sacks,** KGO-TV, named KGO-AM sales manager and KGO-TV sales head, respectively. **Wayne Wynn** joins KGO-AM sales department.

Russell J. Cox to KXJB-TV Valley City-Fargo, N. D., as advertising-promotion manager. **Mrs. Connie Winsberg** joins KXJB-TV to handle publicity-public relations.

Peter Roper to WERE Cleveland, Ohio, to manage publicity-promotion department.

Walt Lochman, sales manager, KCKN Kansas City, Kan., to WHB Kansas City, Mo., as account executive.

Milton H. Klein, formerly with KCOP (TV) and KABC-TV, both Los Angeles, has joined KFWB, same city, as account executive.

Irving Q. Waldorf to KNEV (FM) Reno, Nev., as program director, **Wesley C. Reed** named commercial manager and **Larry Harding** joins KNEV as promotion director.

Marion Heiden to WBEL Beloit, Wis., as continuity director.

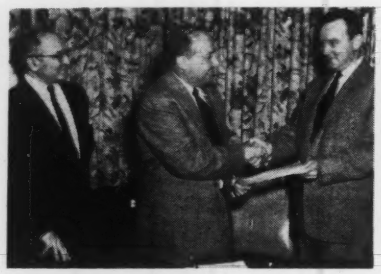
Russell McElwee, account executive, and **James W. Evans,** both with WXEX-TV Richmond, Va., to WSOC-TV Charlotte, N. C., as sales executive and promotion director, respectively. **Robert Provence,** program director of WLW Dayton, to WSOC-TV as program director. **Ron Dowling,** formerly with NBC New York as unit manager and commercial producer on *Tonight,* and **Leo Deker,** senior producer-director at WTVD (TV) Durham, N. C., to WSOC-TV as producers-directors. **Fritz**

GOT THIS WHALE, SEE

Top Kick: Got this station, see.
Side Kick: *WHALE of a station!*
Top Kick: Got this market, see.
Side Kick: *WHALE of a market!*
Top Kick: Got this rating story, see.
Side Kick: *WHALE of a rating story!*
Top Kick: Got this coverage story, see.
Side Kick: *WHALE of a coverage story!*
Top Kick: A real buy, see.
Side Kick: *WHALE of a buy!*
Top Kick: All right, so we re-package and use this whale as our trade-mark, see.
Side Kick: *WHALE of a trade-mark!*
Top Kick: Clever, huh?!
Side Kick: *WHALE of a —*
Top Kick: AWW, SHADDUP!

WNCT Greenville, N. C. Channel 9 CBS
A. HARTWELL CAMPBELL, Gen. Mgr.
Represented nationally by Hollingbery

ON THE DOTTED LINE



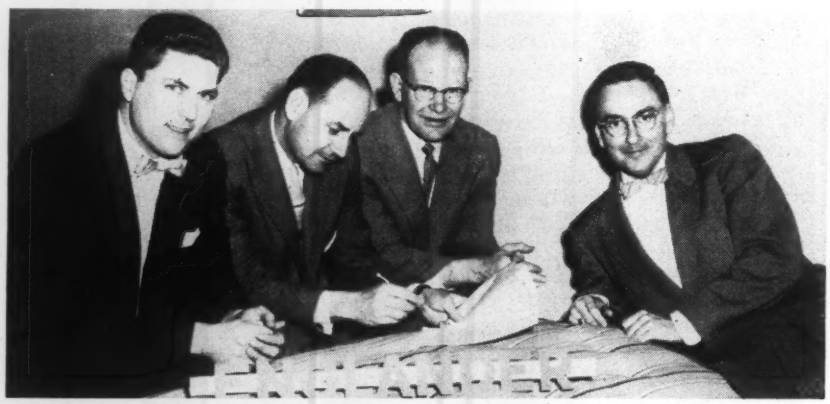
A HANDSHAKE seals the deal between Station Manager Leslie H. Peard Jr. (r) of WBAL-TV Baltimore and Victor Frenkil, president of Baltimore Contractors Inc. for alternate week sponsorship of *Meet the Press*. At left: H. J. Patz, ad agent.

MEETING of Chicagoland Dodge Dealers Assn. was the occasion for calling attention to the group's purchase of Fahey Flynn daily newcasts on WBBM that city—its first radio buy in some months. At the luncheon (l to r): Bud Morgan, Northtown Motors, Chicago Heights member of CDDA's advertising committee; Leon Ray, Ray-Cole Motors, Chicago committee member; Mr. Flynn, WBBM newscaster; Herb Scheurer, Kenwood Motor Co. and president of Dodge dealers organization, and Bud Bohling, Bohling Auto Sales and Indiana vice president of CDDA.

CONTRACTING with station representatives for their first air time on WBRB Mt. Clemens, Mich., are officials of Weather Seal Inc. (Detroit office). L to r: Dave McLaughlin, WBRB morning disc jockey; George Creighton, partner in Weather Seal; Johnny Russell of WBRB, and E. L. Konold, president of Weather Seal storm windows and doors.

SIGNING a six-month sponsorship renewal contract of the daily *Swap Program* on WATR Waterbury, Conn., is Adam Bozzuto, president of John Bozzuto & Sons Inc., distributor of PGA Foods in Connecticut. At the signing (l to r): Richard Bozzuto, advertising manager of John Bozzuto & Sons, and Gene Valentino, assistant manager of WATR.

WTTV (TV) Indianapolis will televise 17 Indianapolis Indian baseball games during the coming season. Signing a contract for half-sponsorship of the games by George Wiedemann Brewing Co. is Don Grasse of Tatham-Laird, the brewing company's agency. With him are (l to r) Norm Cissna, of the Meeker Co.; Frank Willis, and Keith Wilson, both of WTTV.



COMPLETING negotiations atop a mattress for a 52-week series of spot announcements on the KTNT (TV) Seattle *All-Star Movies*, are (l to r) Danny Dever, station account executive; John Sparrowk, vice president of the Englander Mattress Co., buyer of the spots; Ken Wilson, Seattle sales manager of the Englander Co., and Warren Reed, emcee of KTNT's *All-Star Movies*.

FOY L. BENNETT, general manager of Cotton's Holsum Bakery in Baton Rouge, La., signs the document that insures his firm of a nightly spot in the sold-out *Million Dollar Premiere* on WAFB-TV Baton Rouge. Tom E. Gibbens, president and general manager of the station, indicates approval of the 52-week contract.

STATIONS

Gibson Jr., assistant market development manager, National Brewing Co., Baltimore, Md., to WSOC-TV sales staff.

Herbert F. Grayson, press information director, WBBM Chicago, named information services director for WBBM-AM-FM-TV.

Bill Hasbrook, formerly general manager of KFSD San Diego and KFXM San Bernardino, to KFWB Los Angeles as account executive.

Dave McConnaughey, WJIM-TV Lansing sales department and son of FCC Chairman George C. McConnaughey, to WOOD-TV Grand Rapids, both Mich., sales department.

Ray Carroll, formerly WMCA New York disc jockey, to WICC Bridgeport, Conn., as 6 to 10 a.m. morning headliner.

Ted Muller, formerly with WBEC Pittsfield, Mass., and **Victoria Sellner,** formerly with WARM Scranton, Pa., to WSTC Stamford, Conn., announcing staff and commercial department, respectively.

Jack Rea, director at KARD-TV Wichita, Kans., resigns to enter restaurant business in Texarkana, Texas.

Hank Forbes, general manager and disc jockey at WLYN Lynn, Mass., to WBMS as disc jockey succeeding **Ken Malden.**

Fred Covington, WXEX-TV Richmond, Va., to WBUF (TV) Buffalo, N. Y., as staff announcer.

Art Rice, formerly with KCMO Kansas City, to KARD-TV Wichita, Kans., as staff announcer.

John Babcock, assistant news director, KDAY Santa Monica, Calif., given additional duties as music librarian.

John K. McCarthy Jr., KVOD Denver, to KBTV (TV), same city, local sales staff.

Keith Wasser, account executive, KRCG-TV Jefferson City, to WHB Kansas City, both Mo., sales staff.

Herman Fell to WBBM-AM-FM Chicago production staff.

Jerry Dunphy, news director at WXIX (TV) Milwaukee, to WBBM-TV Chicago.

Ralph Renick, news director of WTVJ (TV) Miami, elected president of Fla. United Press Broadcasters-Telecasters Assn. and **Bill Gramer,** chief newscaster of WGTO Haines City, Fla., named association's vice president.

Lennox T. Cinnamond, general manager of KSAN San Francisco, killed last month in automobile accident.

Charles Cecil, announcer at KFI Los Angeles, father of boy.

Bob Buckley, weatherman, KHAS-TV Hasting, Neb., father of boy, James Harmon.

Mary Ann Baker, KNXT (TV) Los Angeles, married to Lee Kleinert on April 12.

THE NEW TELEPROMPTER® MOD V*!

COMPLETELY NEW EYE-LET SYCHRONIZATION SYSTEM
..MASTER CONTROLS ..DUAL HAND CONTROLS
...INDUSTRY CAMERA MOUNTS FOR GREATER FLEXIBILITY, BETTER TV PRODUCTION!

*Patents Pending

TELEPROMPTER SERVICE

TELEPROMPTER CORPORATION
311 West 43rd St., New York 36, N. Y. • JUdson 2-3800
HERBERT W. HOBLER, *V. Pres. Sales* JAMES BLAIR, *Eqpt. Sales Mgr.*
LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON

POPEYE

LANDS A POWERHOUSE PUNCH IN THE DETROIT MARKET!

34.6
CUMULATIVE RATING
MARCH 1, 4, 5, 6, 7

POPEYE has always been a family favorite (remember?) and . . . now, he's more popular than ever. We've teamed him up with CKLW-TV's own Capt. Jolly for an unbeatable selling combination. Now is the time to put *MUSCLE* in your sales punch with Popeye and Capt. Jolly. Spot participation availabilities still open . . . *HURRY!*

CKLW-TV
GUARDIAN BLDG., DETROIT 26, MICH. ★ J. E. Campeau, President
YOUNG TELEVISION CORPORATION
National Representative

Canadian Stations Ask Radio, Tv Satellites

SATELLITE radio and television station applications will be heard along with those for new radio and tv stations and power increases at the April 30 meeting of the board of governors of the Canadian Broadcasting Corp., at Ottawa. The session, to be held in the Railway Committee Room, House of Commons, will be one of the busiest in recent months.

CJDC Dawson Creek, B. C., on the Alaska Highway, is applying for a tv station on ch. 5 with 173.5 w video and 86.75 w audio power with antenna at 142 feet above average terrain.

CKSO-TV Sudbury, Ont., oldest independent station on the air in Canada, is applying for a satellite station license on ch. 13 with 4 kw video and 2 kw audio power at Elliott Lake, Ont., site of the biggest uranium mining camp in eastern Canada. Antenna height is 432 feet above average terrain.

CFCL-TV Timmins, Ont., is requesting satellite transmitters at Kapuskasing, Ont., (site of *New York Times* pulp and paper mill), on ch. 13 with 34 w video and 17 w audio power, and at Kirkland Lake, Ont., gold mining town, on ch. 19 with 36.5 w video and 18 w audio.

CHCH-TV Hamilton, Ont., is requesting a power increase from 100 kw video and 60 kw audio on ch. 11 to 150 kw video and 90 kw audio, with antenna at 654 feet above average terrain.

Five new radio station applications are in western and eastern Canada. At Barnaby, B. C., Barnaby Broadcasting Co. Ltd., is asking for a 5 kw license on 730 kc. At Cranbrook, B. C., Robert A. Reagh is requesting 1 kw on 570 kc. At Saanich, B.C., new 1 kw station on 810 kc is being asked by Ellison Queale. At Kitchener, Ont., Alan G. Hodge has applied for 1 kw on 1320 kc., and CHNO Sudbury, Ont., bilingual station, is asking for license for daytime French-language station of 1 kw on 550 kc. CKSO Sudbury, Ont., is applying for a satellite station at Elliott Lake, Ont., uranium mining camp, of 1 kw on 610 kc.

Power increases are being requested by CFGP Grande Prairie, Alta., from 5 kw to 10 kw on 1050 kc; by CHUB Nanaimo, B.C., from 1 kw to 10 kw on 1570 kc; by CKX Brandon, Man., from 1 kw to 5 kw day and 1 kw night on 1150 kc; by CKPR Fort William, Ont., from 1 kw to 5 kw day and 1 kw night on 580 kc.; by CJSP Leamington, Ont., from 250 w to 1 kw on 710 kc; and by CKVL Verdun, Que., from 10 kw to 50 kw day and 10 kw night on 850 kc.

CKLG North Vancouver, B. C., is asking for increase from 1 kw to 10 kw and change of frequency from 1070 kc to 730 kc. CJAV Port Alberni, B. C., wants an increase from 250 w to 1 kw day, 500 w night, and change of frequency from 1240 kc to 730 kc. CKDA Victoria, B. C., wants a power boost from 5 kw to 10 kw and frequency shift from 1280 kc to 1220 kc. CJMT Chicoutimi, Que., is asking for change from 250 w to 5 kw from 1450 kc to 1420 kc.

A number of stations are asking for share transfers and change of ownership. Latter consists of CKXL Calgary, Alt., from CKXL Ltd. to Tel-Ray Ltd., and CJRL Kenora, Ont., from Lake of the Woods Broadcasting Ltd., to Stuart King.

Eurovision Link Helped BBC

BBC has announced that through its use of the Eurovision link, extensive tv coverage was scheduled for the state visit to France of the Queen and the Duke of Edinburgh. The visit was covered both live and through film recordings and was to be carried on tv stations in Britain, France, Holland, Belgium, Luxembourg and Monte Carlo.

Canadian Tv Sets Decline

TELEVISION set production in Canada continues to decline, with production in the first two months of 1957 totaling 65,382 sets compared with 122,159 sets in the same period last year, according to the Radio-Electronics-Tv Mfg. Assn. of Canada. Production of radio receivers, however, is almost equal to that of the first two months of last year, with 88,607 sets in the January-February period of 1957 compared with 89,083 sets the previous year. Sales of radio receivers totalled 83,590, about half of which were sold in Ontario. Sales of tv receivers in the first two months of the year totaled 78,762 units of which slightly over a third were sold in Ontario and a quarter in the province of Quebec.

Canadian Atlantic Group to Meet

WAYS and means of expanding radio and tv business for Canadian Atlantic Coast stations will highlight the annual meeting of the Atlantic Assn. of Broadcasters at Fort Cumberland Hotel, Amherst, Nova Scotia, April 25-27.

Radio station representatives and advertising agency executives will be main speakers and conduct panels at the meeting, under the chairmanship of Don Jamieson, CJON-AM-TV St. John's, Newfoundland.

Reports also will be heard from the recently elected president of the Canadian Assn. of Radio & Tv Broadcasters, Vern Dallin, CFQC-AM-TV Saskatoon, Sask., and Jim Allard, Ottawa, Ont., CARTB executive vice president. The annual dinner April 26 will be addressed by Clyde Nunn, former manager of CJFX Antigonish, N. S., now a member of the Nova Scotia legislature. A meeting of stations using Broadcast News service follows the convention.

CBC Group Would Drop IATSE

MORE than 400 stagehands of CBC tv stations in Canada are asking decertification of International Alliance of Theatrical Stage Employes following action at Toronto where CBC employs more than 500 IATSE members. The union members claim they have no say in contractural negotiations and no local organization among the 1,200 CBC employes who belong to IATSE.

Color Tv Shown in Montreal

MONTREAL had its first look at color television early in April when department stores and other retailers had color tv receivers installed to pick up WPTZ (TV) Plattsburgh, N. Y., on ch. 5, 52 air miles away. There are no color tv transmitters in Canada as yet, but color telecasting is expected to start some time next year.

INTERNATIONAL SHORTS

CJVI Victoria, B. C., awarded John J. Gillin Jr. memorial for outstanding public service to its community in 1956 at annual dinner of Canadian Association of Radio and Television Broadcasters at Chateau Frontenac Hotel, Quebec City.

CJON-TV St. John's, Nfld., presented with Keith S. Rogers memorial award at CARTB dinner, for technical development and its 1956 work in "pioneering the use of tv satellite transmitters in Canada to give service to outlying areas." Award is presented annually by Canadian General Electric Co. Ltd.

Fletcher D. Richards Inc., 550 Sherbrooke St. W. Montreal, Que., has been enfranchised as advertising agency by Canadian Association of Radio and Television Broadcasters.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

PLAYBACK

QUOTES WORTH REPEATING

NEWSMEN WITHOUT GAGS

COMMENTATOR Martin Agronsky, in his final broadcast for ABC March 30. He joined NBC April 15.

OVER the years I have received thousands of letters. Some liked what I said. Some didn't. But critical or appreciative, I thought those of you who did bother to write would like to know that your words have always brought home to me what no one in this business dare ever forget: his responsibility to those who listen.

The "whole truth" is, of course, a hard thing to achieve in daily reporting. Just the pressures of the deadline, plus those imposed by the limitations of available time, often make wholeness seem unattainable.

The whole truth is difficult of attainment not only because of the pressures of time and space on the reporter. Those are just the mechanical problems.

There is the other—in a way—the greater problem of ascertaining what is the "whole truth." No reporter can cover every story at first hand. He has to rely on the wire services and the newspapers for the facts he can't observe himself. And then he has to determine—even when thus forced to work at second-hand—what in the facts is meaningful. All this he must do while trying, especially in the heat of a political campaign or an international crisis—to divorce himself, as much as humanly possible, from the prevalent emotions.

Well, as anyone who understands human nature knows, if telling the whole truth depends on reaching that kind of emotional sterility and intellectual neutrality, it's impossible to get there.

Really about the best an honest reporter can do is try to get all the facts he can, be as objective as he can about their interpretation, and then tell as straight as he can what the facts are and what he thinks they mean.

Trying to tell the whole truth has one other dimension for a reporter. It's the one provided by his employer. There are two ways in which a reporter's telling the whole truth as he sees it can be influenced by his employer. The reporter can be told what he *can* say—a pretty crude method, which from my experience is very rarely undertaken. Or, just as positive in its result, there is the negative way of telling the reporter what he can*not* say.

About five years ago, when McCarthyism was not yet a "wasm", Robert S. Kintner, then president of this network, was faced with an outrageous demand by one of those organizations self-appointed to guard every one else's patriotism—and of course at a profit. This group said Mr. Kintner should bar the one-time burlesque queen of strip tease, Miss Gypsy Rose Lee, from a scheduled ABC program on the grounds that she was a "security risk." Mr. Kintner, instead of diving under his desk and waving a white flag (as had then become the unhappy habit in such cases), hit back.

He said if the organization could prove anything subversive about Miss Lee he would examine their accusation—otherwise he would ignore it. Faced with this "put up or shut up" reply, these would-be pallbearers of freedom, shut up. Mr. Kintner had thus successfully demonstrated the impossibility of what was in any case a patent absurdity—namely that Gypsy Rose Lee had ever had anything she wished to conceal. More importantly, he showed the emptiness of the power that these incompetent censors of a great and free industry were trying to wield.

This is something that matters to reporters or to anyone who cares about free speech, and it matters more, much more, to the listeners who must take on trust what they hear.

And for all I know, somewhere along the network line, as I finish this part of my report, some announcer will come along and say, "Any opinions expressed by Mr. Agronsky are his own and do not necessarily reflect those of his sponsors." That's all right, too. What matters is that the opinions can be expressed.

WRONG APPROACH

The Evangelical Foundation, in the April issue of Eternity, *commenting on the conflict between the Broadcasting & Film Commission of the National Council of Churches, which opposed buying time for religious broadcasts, and the National Assn. of Evangelicals, which subsequently denounced the NCC stand.*

BOTH . . . were culpable in making public statements derogatory of the efforts of another group of Christians without first trying to understand better the differing view. Both sought to force the way to their goals . . . have muddied a complex problem.

There is no reason why radio stations should not be approached for free time. Nor is there anything wrong in responsible Christian broadcasters buying time. Both practices have coexisted throughout the history of radio and television in our country.

What both groups most sorely need are higher standards of programming. A religious program has no inherent right to be accepted on any basis just because it is a religious program. Limited research indicates that few religious programs really appeal to listeners or viewers to whom they ostensibly are beamed.

ENERGY !

There are all kinds, but if you want extra **sales energy** in Southern California...take heart, friend...

An exclusive KTTV advertiser, out to improve his already healthy sales, says:

"We're happy to report a 297% increase in retail sales..."

The item was an imported toy car, featured on the **Sheriff John Show** and selling for about $5.00. Here's sales energy that gets past the piggy bank, into major retail sales. That's what KTTV's strong, local selling personalities can do for you.

Ask your Blair-man for full details, but ask him quietly...
He gets very excited about KTTV's **sales energy...**

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

NBC Report Outlines Progress In O&Os' Public Service Plan

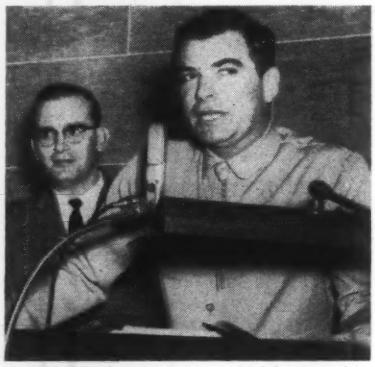
PROGRESS report on the "Impact Public Service" plan, implemented earlier this year by the NBC owned stations in eight cities, disclosed last week that stations can effect the same "sales" results for public service projects as for an advertiser's product.

Issued by Thomas B. McFadden, vice president of the NBC owned stations and NBC Spot Sales, the report said the plan has been a success to date and its workability stems from the approach by which "this vertical and horizontal concentration brings about the same results for the public good that seasonal advertisers may expect from a similar approach." Under the plan, each station periodically concentrates its facilities and personnel behind a single public service effort, using editorial material, news coverage and a heavy schedule of spots.

Among public service projects of NBC owned stations reported to Mr. McFadden were WRCA-AM-TV New York's yearlong campaign on activities of the New York Police Dept., including radio documentaries and tv features; WNBC (TV) Hartford's "Eyes for the Needy" drive, which raised more than $8,000 worth of eye glasses; WBUF (TV) Buffalo's campaign to raise funds for the Buffalo Philharmonic Orchestra; WRCV-AM-TV Philadelphia's sponsorship of an ice hockey game which raised $8,744 for the Women's Medical College there; WRC-AM-TV Washington's continuing campaign to free the Potomac River of pollution; KRCA (TV) Los Angeles' traffic safety campaign which will donate about $200,000 in air time during 1957; WMAQ-WNBQ (TV) Chicago's American Red Cross drive with a total of 238 spots and 61 in-program features contributed by the stations, and KNBC San Francisco's weekly public service program, *Report From Sacramento*, reviewing news from the state capital.

Kovacs on KBIG

ERNIE KOVACS presented a special broadcast, "Listening to Jazz With Ernie Kovacs," on KBIG Catalina, Calif., April 14, on behalf of the American Cancer Society.



ADDING impetus to positive action by the Missouri state legislature in passing a statewide auto speed limit bill is John Bromfield, star of NTA's *Sheriff of Cochise* tv series, who addressed the lawmakers early last month on traffic safety on the nation's highways. Following his talk, which interrupted their debate, the Missouri legislators in session at Jefferson City passed a statewide speed limit bill with only three negative votes. Standing behind Mr. Bromfield is Rep. Thomas D. Graham of Cole County, Mo., who introduced the television star to the lawmakers. Mr. Bromfield's appearance before the Missouri solons and an earlier appointment with Gov. James T. Blair Jr. was arranged by officials of KRCG-TV Jefferson City.

WEBB Spurs Vaccine Shots

WEBB Baltimore has begun a campaign to emphasize the importance among Negroes of seeing the family doctor for polio inoculations. Featuring Buddy Young, the station's top announcer, the campaign was started in February, when it was discovered the polio rate, in 1956, among Negro children was considerably greater than among white children.

WDBJ-TV Stages Telethon

SOME $40,000 was collected in a 17½-hour telethon, on WDBJ-TV Roanoke, for the benefit of multiple sclerosis victims. The show drew contributions from three states, with 20 telephones taking calls continuously.

WBAL-TV Airs Mental Health Show

AN unusual dramatic show, describing the problems some 4,000 Marylanders face each year upon release from mental hospitals, was televised on WBAL-TV April 15. The film, with a cast composed of The Players Company and staff members and patients at Spring Grove Hospital in Catonsville, will be available for distribution through the National Assn. for Mental Health.

School Systems Help CBS Radio

CBS Radio has secured cooperation of most major school systems for distribution of its new "Discussion Guide" to network public affairs programs which will serve as in-class and home study aid to current events. CBS Radio President Arthur Hull Hayes said "this is one of several 'projects with a theme' which we hope to develop for students and teachers." CBS hopes to show the educator the "important educational and informational values of radio listening.

'Mr. Hope' on WWJ-TV

SEEN every Sunday on Detroit is *Mr. Hope*, a public service program instituted by WWJ-TV, which describes the plight of the problem drinker. Designed to tell the public about the work of Alcoholics Anonymous, *Mr. Hope* frequently features a panel of physicians and businessmen to discuss drinking problems and to encourage individuals with such difficulties turn to the AA.

WFYC Aids Fund for Surgery

A SPOT announcement on WFYC Alma, Mich., in cooperation with the local newspaper, brought gratifying results in a drive to provide funds needed for heart surgery for an Alma woman. The drive lasted nearly a week as contributions totaling $5,000 came in from all over Michigan, with station disc jockeys accepting telephone pledges for music requests.

Cancer Victims on WEWS (TV)

RECENT guests on the Dorothy Fuldheim program on WEWS (TV) Cleveland were five former cancer victims. The special series, in conjunction with the 1957 Cancer Crusade, gave each one the opportunity to speak frankly of his struggle with the disease, and how it had been overcome.

CBS Employes Host Kids' Party

THE annual Easter party for underprivileged children of the All Nations Foundation took place at Television City, Hollywood, April 13. CBS employes at Columbia Square, KNXT (TV), and Television City donated gifts for distribution among the 50-odd children attending.

KDKA-TV Aids 'Symphony' Campaign

TO HELP launch a fund-raising drive for the Pittsburgh Symphony, KDKA-TV Pittsburgh recently devoted half of its spot promotions for an entire week, to slide with audio showings about the Symphony, and also pre-empted a network show to present a special program to stimulate interest in the orchestra.

Make More Money
With Standard Shorty Tunes
Playing time only half as long as usual phono record. Allows you extra time for extra spots. Ups your program profit. Send for one month trial of 20 tunes for only $8.50.
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Also send for details on the new Lawrence Welk Library Package

REPORT ON EDUCATIONAL TV VIEWERS

AS FAR as educational tv is concerned its viewers are similar to those who watch commercial tv in such respects as income, time spent watching and program tastes. This is the conclusion of a survey of tv habits in Lansing, Mich., conducted by Michigan State U's educational station WKAR-TV, ch. 60.

The research project, frankly patterned after the Videotown projects conducted by Cunningham & Walsh in New Brunswick, N. J., revealed that in tv homes more people watch tv than read newspapers during an average weekday evening, yet more people read newspapers than listen to radio. In the 8% of the all-radio homes, however, radio was more popular than newspapers.

In view of the "small amount of criticism, it would appear unwise for WKAR-TV to promote 'no commercials on ETV' as a strong reason for viewing educational television," the station says.

Entitled "Benchmark Television-Radio Study; Part I: Lansing," the survey covers 15% of Lansing households capable of receiving WKAR-TV with a satisfactory signal, or about 300 ch. 60 homes.

The study was financed in part by Government Research Bureau and Educational Television & Radio Center, Ann Arbor. It was carried out in cooperation with WKAR Radio. Field operations were conducted during a three-week period of April-May 1956.

Findings included:

- More criticism of tv programming in tv homes than radio programming in radio-only homes.
- Spontaneous criticism of advertising on both radio-tv was expressed by one out of every 10 of all households combined.
- Technical reception and tv engineering problems were of more concern to tv homes than technical reception and radio engineering problems were to radio-only homes.

Most criticism was based on programming with reception second. The survey showed that serious criticism was directed at alleged excessive spot announcements at station break time.

Ohio Educational Radio-Tv Meet To Put Emphasis on 'Great Issues'

THEME of the Ohio State U. Institute for Education by Radio-Television has been announced as "Great Issues in Broadcasting—1957." The 27th annual event will take place at the Deshler Hilton Hotel in Columbus May 8-11.

Between 600-800 broadcasters, educators, civic leaders and representatives of national organizations in the U. S. and Canada are expected to attend. Dr. I. Keith Tyler, director of the institute, has announced a program of four general sessions, 15 specialized clinics, a dinner meeting and a joint session with the American Council for Better Broadcasts.

Donald H. McGannon, president of Westinghouse Broadcasting Co., New York, will speak at the opening session on "The Responsibility of Broadcasters." Joseph Csida of Csida-Greene Assoc., New York, will discuss "What Happened to Broadcasting, 1946-56." Kenneth G. Bartlett, vice president of Syracuse U. and director of its Radio & Television Center, is institute discussion leader.

On May 8, "Teaching-by-Television Day," conferees will explore use of tv for direct teaching. Winners of the Ohio State Awards for education radio-tv shows will be announced May 6.

"Like we say over KRIZ Phoenix —even a man can operate it."

WMVS-TV to Use WITI-TV Tower

WITI-TV Milwaukee has granted permission to the Milwaukee Board of Vocational and Adult Education, permittee of noncommercial educational station WMVS-TV there, to share its tower and site in Mequon, Wis., north of the city. A free lease agreement provides for 10-year joint occupancy and a 10-year renewal option.

WMVS-TV will raise its ch. 10 antenna at approximately the 700-ft. level of the WITI-TV tower, which will permit joint use of the 1,046-ft. steel structure. The educational station will build a transmitter building on the WITI-TV property and operate from studios in the Vocational and Adults Schools Bldg. at 1015 N. Sixth St.

NBC O&Os Carry ET Programs

SIX NBC-owned tv stations are or will be carrying the educational tv programs being produced for the NBC Educational Television project, the network has announced. The stations are WRCV-TV Philadelphia, WRC-TV Washington, WNBC (TV) Hartford, WBUF (TV) Buffalo, KRCA (TV) Los Angeles and WRCA-TV New York. The primary purpose of the project, undertaken in cooperation with the Educational Television and Radio Center, Ann Arbor, Mich., is to provide educational tv stations with live programming.

ONE OF THE FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

MGM
is here
MGM Twilite Theatre
4 p.m. daily
MGM Lamplight Theatre
10:15 nightly
10:45 Saturday
For complete details on these outstanding availabilities call your Petry representative.
Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.
NBC
WNDU·TV
CHANNEL 46

A DECAL ON THE DOOR: THE CUSTOMER'S INVITATION

OVER the past two years, the "Shop at the Store with the Mike on the Door" merchandising plan for the RCA Thesaurus transcription library has proved to be a two-way success story—for subscriber radio stations and local-level participating advertisers.

RCA Recorded Program Services headquarters receives a steady stream of reports from stations attesting to the value of the plan for the outlets. But more heartening is the response from local advertisers. They happily cite increased store traffic and completed sales as a result of interest stimulated by "Shop at the Store."

Officials of RCA Recorded Program Services conceived the plan about two years ago as a means of creating excitement at the local level for advertisers who either had been using radio sparingly or had forsaken the medium altogether. The plan generally works in this manner:

RCA supplies subscriber stations with an array of promotional and merchandising aids, including sponsor decals, photos of "big-name" Thesaurus artists, advertising art, publicity stories, a direct mail campaign, speeches prepared for local business executives and recorded announcements by Thesaurus artists. The retail store buying time on the station is given the decal with the imprint: "Shop at the Store with the Mike on the Door."

Any RCA Thesaurus station subscriber is eligible for the plan. The usual contract for Thesaurus stations runs for three years and entitles a station to a library of 30 radio series. The only additional cost to the outlet is for promotional materials above those supplied by RCA and for prizes (if a station holds a contest). The station decides the minimum number of participations and length of contracts for eligibility by a local advertiser. Though the requirements vary from station to station, as few as four announcements a week for 13 weeks constitutes eligibility in some markets.

The plan is hailed particularly in smaller markets, where comparatively small local-level advertisers require advertising frequency on a modest budget. Typical is the letter sent last month to KOEL Oelwein, Iowa, by Gaylors' Super Valu food center in that city:

"Money, you know, is tighter . . . competition is keener . . . and we in the grocery business must place our advertising where it places the best return per dollar. I must say that the *Treasure Chest* program (local name for the program) is 'a high return investment.' We are seeing new faces every day, asking for registration cards. The traffic in our store make nice music on the register."

THIS is only a tiny emblem on a retailer's door, but behind it RCA Thesaurus packs a full-scale promotion to gladden the modest-budget advertiser.

Duffy's Bootery in Oelwein, another participating sponsor, told the same station that normally business is slow in January and February. But a spokesman pointed out that, with the help of the RCA Thesaurus promotion, "business has exceeded expectations" this year.

In Fairmont, Minn., the Fairmont Red Owl Food Store sold 1,100 crates of peaches with only 10 30-second commercials over KSUM—the station was the only advertising medium used. Lageson's Appliance Store in Fairmont sold $11,000 worth of appliances during a 72-hour sale. The total expenditure on KSUM was $180. Koenig's Variety Store sold 4,260 pounds of Fanny Farmer Candy in a two-day period, using 11 30-second announcements on KSUM to promote the sale. Total expenditure for this effort: $27.50.

A. B. Sambrook, manager of RCA Recorded Program Services, has many more documented success stories of other advertisers using the plan. He pointed out that while "Shop at the Store" is intended primarily as a service to Thesaurus stations, its success is predicated on the value offered to advertisers. He said the merchandising plan has earned such whopping returns for the 350 stations which are participating in the plan that a 1,000% net profit for the station over the original investment is the rule rather than the exception.

The success of the plan, according to Mr. Sambrook, stems from several factors: It appeals largely to local-level advertisers, whose budgets could not sustain such a campaign, it helps stations because they can point out to prospective advertisers that for his air-time purchases he will obtain these "plusses"—special announcements calling attention to the advertisers' decals, contests, opportunities to tie in the sponsor's advertisements in other media with the promotion and/or the contest.

"The plan," Mr. Sambrook observed, "is another testimonial to radio's ability to create excitement, help move merchandise and tie in with other promotional efforts of a station or an advertiser.

GATES
Hi-Watter
SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

Natl. Radio Week Plugged In RAB Promotional Kit

NEARLY 100 tested methods for impressing the public with the benefits of radio are detailed in the National Radio Week promotional kit being distributed this week by Radio Advertising Bureau to its member stations and networks, according to Kevin B. Sweeney, RAB president.

The kit is designed, reports Mr. Sweeney, "to enable RAB membership to do the best job ever in making National Radio Week, May 5-11, a success in every community." Mr. Sweeney noted that set sales for the month following the 1956 observance were up 100,000 units above the preceding month and 168,000 sets ahead of May 1955. He credits this boom in part to the RAB promotional campaign.

Nearly 100 "sell radio" announcements of 10-, 30- and 60-second lengths are included in the kit. They deal with news dissemination, universal audience appeal, volume of set ownership, advertising results, penetration and community service. Two speeches, "Radio—37 Years at Your Service" and "Radio—Where the Smart Money Is," are included in the kit. The first, designed for delivery before non-professional audiences, stresses the service angles of the medium, number of receivers in use today, and audience data. The latter speech is for use by advertising clubs and audiences comprised of business and professional men.

The Idea Booklet included in the kit contains detailed suggestions for promotion and publicity used successfully last year by stations of varying size in every type of market. RAB also has prepared two sets of transcribed jingles. National Radio Week is sponsored jointly by RAB, NARTB, Radio Electronics Television Mfrs. Assn. and National Appliance and Radio-Tv Dealers Assn.

'Win Your Weight in Weiners'

HEBREW National Kosher Sausage Co., sponsor of *Entertainment Press Conference,* Tuesday panel show on WABD (TV) New York, is adding a "Win Your Weight In Weiners" segment to the half-hour show. Viewers are asked to search for 21 rubber frankfurters hidden within 40 paces of delicatessens selling the sponsor's produce. The contest, conceived by the Rockmore Co., agency for Hebrew National, will lead one lucky viewer to the "Fabulous Frank," which entitles finder to his weight in kosher meats and an appearance on the show. The other 20 phony franks entitle the bearer to free salamis. *Entertainment Press Conference* is a panel show in which personalities from all branches of the entertainment industry are interviewed by reporters.

TCF-TV Begins Pilot Film For 'Cool and Lam' on CBS-TV

TCF-TV Productions, subsidiary of Twentieth Century-Fox Film Corp., Hollywood, has begun shooting a half-hour pilot film of *Cool and Lam* for CBS-TV, starring Billy Pearson and Benay Venuta, with Gail Patrick Jackson as executive producer, Edmund Hartmann as producer-writer and Jacques Tourneur as director. The series is based on mystery novels written by Erle Stanley Gardner under the name of A. A. Fair, and deals with a detective agency run by a man-woman partnership. Today (Monday), TCF-TV is to start filming a second CBS-TV series adapted from works of the same author for *Perry Mason* series of 60-minute programs. An episode titled "The Case of the Fan Dancer's Horse" is being directed by William Russell. Mr. Jackson is executive producer and Ben Brady producer. Raymond Burr is starred.

WNDU-TV Promotes Its Market

RUSS CONDIT, media manager of Procter & Gamble, Cincinnati, Ohio, was the first prize winner of $110 in a market promotion sponsored by WNDU-TV South Bend, Ind., the station reported. Mr. Condit's name was chosen from among those of 600 advertising executives circulated by William T. Hamilton, WNDU-TV sales manager, with a full-page ad reprint on the South Bend-Elkhart market. He received a call, automatically winning $46, then correctly answered a question asked by Mr. Hamilton on number of new industries located in the combined market for $64. Promotion is first in a series to last 13 weeks, each good for $110. Figures of $46 and $64 signify WNDU-TV channel number and tv market rank, respectively.

DJ Aids Singer in Comeback

WVKO Columbus, Ohio, disc jockey Bob Howard is reportedly given credit for the comeback of Gene Austin, popular singer of the 20's and 30's. When Mr. Howard played an old recording of Mr. Austin's "My Blue Heaven," the station was reportedly besieged with calls and dealers began getting requests for the record. Decca and RCA got interested and re-recorded some of the singer's old hits and also made new ones. To show his appreciation to the disc jockey, Mr. Austin visited Columbus. In addition, "Gene Austin Day" was declared by Columbus' Mayor Maynard E. Sensenbrenner.

NEWSY NEIGHBORHOOD

In Port Huron let WHLS the community-minded station—featuring 4 full time newsmen—deliver your message between newsbreaks.

WHLS

Where local "know-how" delivers the local touch.

PORT HURON, MICHIGAN

Represented Nationally by Gill-Perna

For Detroit — Michigan Spot Sales

FIRST—AGAIN!

WILK IS THE BEST RADIO BUY IN THE WILKES-BARRE METROPOLITAN AREA

It leads in every classification but one.

	6:00 AM-12 Noon	12 Noon-6:00 PM	6:00 PM-12 Midnight
WILK	29%	21%	21%
Sta. B	17%	20%	28%
C	13%	12%	12%
D	9%	16%	12%
E	8%	9%	X
F	8%	8%	10%
Misc.	16%	14%	17%

Pulse:
Wilkes-Barre Metropolitan Area
November 1956
Monday through Friday

PULSE PROVES!

Call Avery-Knodel, Inc.

WILK

Wilkes-Barre Pa.

FIRST IN DETROIT

- PROGRAMMING
- EXPERIENCE
- SALES RESULTS

ASK DETROITERS!

WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS
National Representatives:
PETERS, GRIFFIN, WOODWARD, INC.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

KRMG
is tops in the Tulsa Area by ★ RATES...
★ RATINGS...
★ COVERAGE!

The January 1957 Pulse 26 County Area Study Proves KRMG to be your best Radio Buy in the Rich Tulsa Market...

Ask your Blair Man to show you...

50,000 WATTS ★ 740 KC
KRMG
Tulsa - Oklahoma ... The Great Independent of the Southwest!.....

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential

WLIB New York Study Designed To Show Value of Negro Market

THE NEGRO market in the New York metropolitan area, in terms of population, is larger than the entire population of 15 major U. S. cities—and is growing steadily. That is the point, backed up by statistical detail, of a comprehensive presentation prepared by WLIB New York and currently being distributed to agencies and advertisers. The study deals with the New York Negro market generally, with only a passing competitive pitch for WLIB specifically.

The presentation is part of a continuing campaign being conducted by WLIB to increase advertiser and agency appreciation of the "magnitude and importance of the Negro market," to which WLIB primarily directs its programming.

The Negro in the New York area spends $344 million a year for food alone, the study points out, noting that "this means that the annual food expenditures of this Negro market rank 13th when compared with the food expenditures of the entire populations of the 260 standard metropolitan areas"—more than Cincinnati, Houston, Kansas City, Miami, Minneapolis-St. Paul or Portland, for example. The study then shows the percentage of New York Negro homes using each of some 65 different food and grocery products.

Report on Mass Suicide Attempts

WSM-AM-TV Nashville, Tenn., will make a personal inquiry into the recent attempted mass suicide of students in Austrian refugee camps, with Bill Williams, news-special events director, leaving for Europe today (Monday) In announcing the news venture, Irving Waugh, executive assistant to President John H. DeWitt Jr., said Mr. Williams will have tape and camera equipment. He will spend 10 days interviewing refugees and obtaining stories on the refugee problem. The attempted mass suicide, according to published reports, was traced to belief that the United States would not admit any more refugees.

Gen. Mills to Move 'Rangers'

GENERAL MILLS INC., Minneapolis, which has been sponsoring *Tales of the Texas Rangers* half hour tv film series on CBS-TV, has signed with Screen Gems to present the program again next fall but will not return the show to CBS-TV. General Foods said it either will pick another network or a lineup of about 100 stations throughout the country on a spot basis. Agency is Tatham-Laird, Chicago.

ABC Issues 'Airobatics'

ABC New York's advertising and promotion service has released its first edition of "Airobatics," a monthly bulletin highlighting new promotion campaigns. It is being distributed to tv and radio station managers, agencies and clients.

SIX-WEEK "Win Your Own Railroad" contest, sponsored by Cocoa Marsh on WEWS (TV) Cleveland, was kicked off with a luncheon for the Cocoa Marsh sales staff in the new WEWS studios. A backyard railroad, valued at $500, will go to the youngster submitting the best name for the Cocoa Marsh lion. At the luncheon are WEWS' "Texas Jim" Breslin (atop the toy engine) and (l to r) Robert G. Marquardt, president of Arthur C. Marquardt Co.; Vincent J. Daraio, Hicks & Greist Inc.; Arthur C. Marquardt, chairman of board of the firm bearing his name, and Jay S. Kerekes, WEWS national advertising manager.

WKOX Celebrates 10th Year

NEXT Saturday, April 27, WKOX Framingham, Mass., will celebrate its 10th anniversary. As part of the celebration, a caravan—consisting of a new mobile broadcasting unit, which will symbolize the present, and antique cars, which will represent the past—will travel through the Framingham area and be covered by WKOX which will give away "Lucky Bucks." The "Bucks" will be redeemable for cash awards at the station. The station also plans to hold an open house to introduce the public to the "Hi-Fi Sound of Progress."

Film Depicts Notre Dame Life

A COLOR motion picture depicting life at Notre Dame will be offered to tv stations and other interested groups after its premiere showing at the 34th annual Universal Notre Dame Night alumni meetings in over 50 cities the week starting April 29. Produced by Owen Murphy Productions Inc., New

EASTERN COAST DAYTIMER
Part of Group
In search of a Manager to take over operation of a successful station. Experience in sales and programs. Good salary. Write full details.
Box 441G, B•T

York, on 16mm film, the movie shows various activities on the university's campus, Notre Dame band and glee club and Moreau Seminary Choir. The film also includes football sequences with Sportscaster Joe Boland.

KUDU Offers 'Phone-O-News'

KUDU Ventura, Calif., is recording one minute capsule editions of news headlines, sports, road conditions and weather to rebroadcast by telephone when listeners call in. The news service, "Phone-O-News," is available round-the-clock. The station says that fresh reports of news will be recorded every two hours. Sears, also in Ventura, is sponsoring the "Phone-O-News" and listeners are given a brief Sears special of the day and the local address of the store along with the recorded reports when they dial a special number.

TV Plans Full-Dress Premiere

COINCIDENTALLY with the launching of the latest Screen Gems' package of feature films, *Hollywood Premiere Parade* on WWJ-TV Detroit next Sunday, the station will stage a full-dress premiere, similar to one conducted in the motion picture field. The station has rented a large auditorium in Detroit where the initial film, *You Can't Take It With You* will be shown on wide screen; searchlights will focus on invited dignitaries who will be attired in formal dress and interviews will be conducted in the lobby.

'Kangaroo' Planned on Radio

KEESHAN-MILLER Enterprises Corp., packager of CBS-TV's *Captain Kangaroo,* plans to bring its personality into radio. Company plans to recruit Hecky Krasnow, artist and repertoire head of Columbia Records Juvenile Dept., to collaborate with Bob Keeshan, star of the program, in cutting initial tapes for network presentation.

MORE PEPSI, PLEASE

LATEST addition to the list of local success stories on the "Pepsi, Please" radio campaign [B•T, Aug. 20, 1956, *et seq.*] comes from WFIW Fairfield, Ill., where the first such promotion in a market of under 35,000 has been completed.

The Pepsi-Cola Bottling Co. of Vincennes, Ind., is pleased with results of a campaign that residents say "literally took over the town" of Fairfield. What the sponsor was looking for—and got—was heavily increased bottle and fountain sales.

The sixth town in the country to carry the Pepsi campaign, Fairfield has a population of 6,000. During the three-week run there of "Pepsi, Please," WFIW recorded 8,513 voices making the by-now classic request. Most of the recordings were made by two electronic secretaries installed to take telephone calls, but 1,684 were collected at 10 Pepsi Parties held in supermarkets, drug stores and restaurants. Of the total number recorded, 6,180 called the station to try to identify their own recorded voices, and 109 succeeded, being rewarded with Pepsi picnic coolers, Arvin radios and Waltham wrist watches. They called WFIW from as far as 70 miles away, and caused personnel of the daytime facility to work into the night.

Radio Station Buys Spots on Tv

WFBR Baltimore has purchased late evening tv spots on WAAM (TV), same city, to promote the radio station's early morning program, *Morning in Maryland.* The spots urge late show tv viewers to set their radio dials at 1300 for the WFBR program.

SMOOTH SAILING FOR SALES

EFFECTIVENESS of radio as a promotional medium is pointed up in the first annual Boat Show conducted by WWNY Watertown, N. Y. The event attracted 17,000 spectators in a city of 35,000 and resulted in $125,000 in sales for the WWNY advertising participants in a three-day period.

WWNY decided to stage the boat show in early March because of the interest in boating in the summer by residents who live near Lake Ontario and the St. Lawrence River. Boat shows had not been held in Watertown for several years, but WWNY embarked on the project, feeling that promotional know-how had not been displayed in the past. It conceived the plan of staging the show as an exclusive radio promotion, available only to the station's boating advertisers, during a period in early Spring when prospects shop around for new craft.

The station rented the Watertown State Armory, offered display space to exhibitors without charge on the condition that they buy a daily spot schedule on WWNY for the four weeks preceding the show and include in the commercials at least one mention of the WWNY Boat Show.

Since the station is owned by the *Watertown Daily Times,* which also operates WCNY-TV Carthage, N. Y., the event also was publicized in these two media.

Boat show exhibitors were so pleased with the results they asked for another show next year. WWNY also was pleased with the extra revenue in February, normally a slack month.

VICTOR C. DIEHM, President and Gen. Mgr.

Like Hundreds of Broadcasters...

Station Manager
VICTOR C. DIEHM of

WAZL

and Chief Engineer
ELWOOD TITO

Selected STAINLESS TOWERS

ELWOOD TITO, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

SIMULATION STIMULATES A PULSE

WAVE successfully introduces a day-long, localized, 'Monitor' format

ALTHOUGH a number of radio stations have adopted features which resemble NBC Radio's weekend *Monitor* service, WAVE Louisville believes it is the first station to convert its local programming completely to a *Monitor*-like format.

WAVE did so at the beginning of 1956. Now, over year later, the returns are in, WAVE says, and claims this format has markedly increased the station's listenership, promotional advantages, and billings. The WAVE account:

In the last half of 1955, WAVE decided that radio in too many cases was getting to sound dull, and stations were sounding too much alike. Setting January 1956 as a target date, WAVE set out to get its own radio off the turntable, out of the studio, and into the world . . . to advance the concept that radio is a communications medium as well as a music medium . . . to make full use of technical advances in auto and personal receiving sets, and in recording and transmission equipment. In short, "to come up with a listenable blend of journalism and showmanship."

WAVE felt *Monitor* was successful in the Louisville area, both in listener response and billings. The problem was to convert the *Monitor* type format into local terms, for specific times of day, for audiences dominant at these times. The station researched audience make-up to find the percentage of men, women, teenagers, and children listening to radio at any given time of day. WAVE findings: Radio is overwhelmingly the medium of adults . . . at most only 12% of radio's audience are teenagers, and only 7% children; the research found when most men and when most women listen. The station wanted to aim for listeners from that 81% of the audience made up of adults . . . people with the money and the need to buy the things advertisers want to sell.

Accordingly, based on *Monitor* and research, WAVE revamped local programming to consist of four daily block shows, called the "Dial 970" group:

Wake Up With WAVE, 6-9 a.m. daily. This features a personality, Foster Brooks, on the classic morning show, with a plus. *Wake Up With WAVE* presents a newscast each half hour, records, forecasts, sports scores, time and temperature. The plus is a newsman at police headquarters, to cut in by beeper phone each quarter hour with a summary of all police calls during that period, emphasizing traffic, in view of the morning rush hour.

Louisville has three peculiar traffic conditions: (a) even minor accidents can cause snarls since cars involved must stay put until a police report is written up, (b) even minor accidents can tie up either of the two heavily used bridges connecting Louisville with Indiana, and (c) even a few inches of snow or ice can cause havoc among Louisville's un-Yankeefied drivers.

The WAVE newsman flashes all accidents, traffic jams, fires, and specific locations of bad road conditions so drivers can bypass them. He also summarizes police and fire calls that happened overnight, so listeners can learn what it was that woke them at 3 a.m. Other seasonal material on the show: school openings, and pollen count. In the summer Mr. Brooks does the show from the front terrace of the WAVE building, on one of Louisville's main streets (sometimes in winter, he does this dressed in a fleece-lined flier's suit).

Carousel, 11 a.m.-noon daily. In addition to music, book reviews, a daily telephone contest, women's club news, interviews on the lively arts, and a local minister with a "Thought For the Day," *Carousel* added two more features after research as to what women really want. The first was a "food shopping service." WAVE gives no recipes (as one lady listener put it: "We got recipes"). But the station does have the Louisville home economist of the University of Kentucky Extension Dept. give twice-weekly shopping tips. The second service: a seasonal how-to-garden feature by members of 13 cooperating garden clubs.

Roadshow, 3-6:30 p.m. daily. This program has a similar format to *Wake Up With WAVE,* with a newsman at police headquarters, making quarter-hourly beeper reports. Instead of being designed to get the listener to work on time, however, it is aimed to "get you home relaxed and informed." Similar traffic information is given, and one added byproduct is that housewives as well as drivers listen, to see if there are any traffic jams which may delay their husbands' homeward-bound journey. A number of large factories, which have traffic problems arising from shifts letting out, use *Roadshow* to flash localized road conditions near their plants. Bill Gladden is "communicator," with six 5-minute and two 15-minute newscasts and two 5-minute sportscasts integrated into the show.

Nightbeat, "The Pulse of Louisville After Dark," 9:15-midnight, daily. In addition to frequent newscasts and music, *Nightbeat* has direct police and fire reports each 15 minutes (with less emphasis on traffic than earlier programs, and more explanation of "what that siren was all about"). It also has periodic sports reports, with on-the-scene game descriptions from 22 local high school and college correspondents, and regular direct reports from the fire tower, the Coast Guard, the "Lockmaster" for water stages and Ohio River traffic, and weather (WAVE has a direct teletype from the U. S. Weather Bureau). Besides supplying music and information the public can use, *Nightbeat,* emceed by Bob Kay with Sports Director Ed Kallay, also has regular and special human interest features such as thrice-a-week cases from the files of the FBI, a once-a-week news-voices-from-the-past feature, and a weekly "Biography in Music" about a popular singer. *Nightbeat* reporters ride police prowl cars, interview juvenile delinquents, listen in while CAA men bring in planes by radar, etc.

To program these shows, WAVE had to do some personnel reorganization and add a limited amount of equipment. The station set up the post of production manager, to integrate music, news, and features into the programs, and rescheduled announcers to make the most use of each men's specialties. Whenever an announcer is on duty

WAVE's Mr. Brooks—Foster Brooks, personality featured on *Wake Up With WAVE,* talks to listener Mrs. Harry Gans on one of the occasional times he moves his morning show out on the street. Show is the morning block of WAVE Louisville's year-old format based on a localized version of NBC Radio's *Monitor.* Other program blocks cover noontime, late afternoon and late evening periods.

but not actually committed to mike duty, WAVE sends him out with a battery-operated recorder to get carefully pre-planned feature material. WAVE leans heavily on the four-man radio news staff for the regular reports from police headquarters, and set it up for newsmen to call from the newsroom with any bulletins, weather forecasts, etc.

As for equipment, the station ran a switchboard phone into police headquarters, where the WAVE man has access to the city and county police and fire radios, as well as first-hand access to all police offices, and phone contact with the Indiana and Kentucky state police. All studios were equipped for beeper phone reports. One portable tape recorder was added to the one WAVE already had. So far no mobile units have been needed, the station says.

After a year's run of the "Dial 970" format, WAVE claims these results:

First—audience. Pulse shows that *Wake Up With WAVE* has increased WAVE's 6-9 a.m. audience by 40%. *Carousel* increased the 11-to-noon audience 39%. *Roadshow* upped WAVE's 3-6:30 p.m. listenership by 33%. And *Nightbeat* increased its 9-midnight audience by 30%. Not only statistics, but public comment shows the increased interest, the station says. For example, of the hundreds of telephone calls which come into the WAVE-AM-TV switchboard each week, as many calls are concerned with radio as with television, and if it is an unusually heavy news week, radio outpulls television. Word-of-mouth audience comment also has increased markedly, WAVE claims. Today it is rare when one of WAVE's announcers or newsmen goes somewhere to do a feature for *Roadshow* or *Nightbeat*, that the interviewee isn't already familiar with the shows.

Second—promotional possibilities. The "Dial 970" format, WAVE says, is a type of programming that makes news. The local press has carried a number of stories about "Dial 970" features, and has praised WAVE for "sparking a rebirth of radio." Soon after *Nightbeat* ran a series of interviews with juvenile delinquents and reports from the police cruisers, the local papers ran similar series. As a result of the "Dial 970" format, WAVE won a national award for "imagination in programming." Numerous stations—many in larger markets—wrote for tapes and details, and put variations on these WAVE shows into use themselves. Some stations sent program people to study the WAVE operation firsthand.

Third—billings. In 1956, WAVE substantially increased its local and national spot revenue over that of 1955, and the 1957 trend is still upward.

Fourth—staff morale. By blending journalism with entertainment, WAVE has been able to make the fullest possible use of all the abilities of an experienced announcing and news staff. As one of them put it: "Disc jockeying is all right, but this thing makes us use everything we know—this is a challenge."

By any yardstick, WAVE feels that its completely *Monitor*-ized format has paid off.

Study Gives 'Fairbanks' Value

ABC Film Syndication has sent to agencies and advertisers a research bulletin pointing up the value of the *Douglas Fairbanks Jr. Presents* series as a daytime vehicle appealing to the women audience. Using American Research Bureau figures in six markets as a yardstick, ABC Film concludes that advertisers should consider the possibility of using the series as a daytime strip to "provide consistent advertising . . . for a receptive audience at a minimum price."

Interstate to Do 'Medal' Series

INTERSTATE Television Corp. will film and release 39 half-hour tv programs to be titled *Medal of Honor* in association with producers Ed Henderson and William Dean, who have obtained clearances on 39 Medal of Honor winners. With 13 scripts already completed by Sam Roeca, production will begin immediately at Allied Artists Studio in Hollywood.

NEW LOOK

ANNOUNCER Ben Calderone is making a fresh start as he moves from WBAI (FM) New York to WLSH Lansford, Pa., with a new wife (his first and only he emphasizes), a new car and, to complete the picture, a new name: Burt Benson.

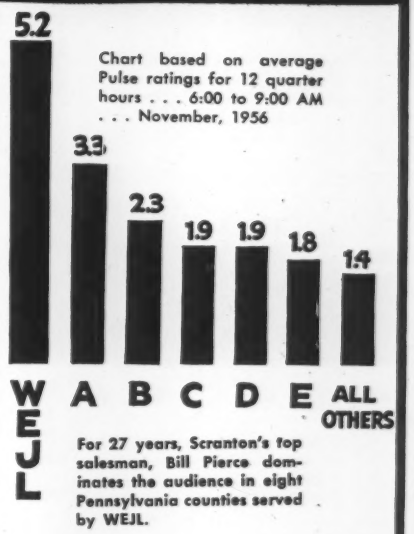
Shirley Temple in Series

TWENTY one-hour dramatic and dramatic-musical fairy tales to be presented live in the coming television season by Henry Jaffe Enterprises will feature Shirley Temple. Miss Temple, who is coming out of retirement for the series, will star in the first production and assume the role of hostess-narrator in subsequent shows. Network and sponsor are not set.

Movies Buy Rights to Tv Play

PRODUCER-director Stanley Kramer has acquired screen rights to "Invitation to a Gunfighter," a *Playhouse 90* telecast written by Hal Goodman and Larry Klein, first of this CBS-TV award-winning series to be purchased for use as theatrical picture. The screen play will be released through United Artists.

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET



For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

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BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artists," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.

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THE COMMUNITY-NEWS VOICE

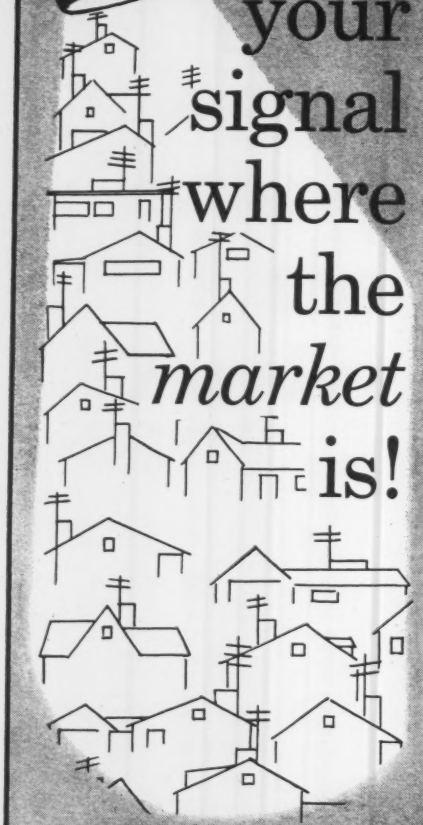
RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

SRS "Radio-Active" MBS

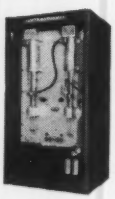
TV STATION OWNERS:

Spot your signal where the market is!



Get power on the spot with TV Translators

To achieve complete coverage within your pattern and reach the "shadowed" communities with full power — put Adler TV Translators into operation at key spots. More and more stations are realizing increased audiences with Adler Translators repeating the mother station's signal on ghost-free, snow-free UHF channels 70 through 83. Serve your unserved market — get the full story on Translators now!



ADLER ELECTRONICS' UST-10 TV TRANSLATOR. RATED OUTPUT: TEN WATTS

WRITE FOR FULLY DESCRIPTIVE "QUESTIONS ANSWERED" BROCHURE

AEL

ADLER ELECTRONICS, INC.
NEW ROCHELLE, N. Y.

Value of Radio in Reaching Women Underscored in Survey

EFFECTIVENESS of radio in reaching women shoppers who patronize supermarkets is detailed in a new Radio Advertising Bureau study, "Radio Is the Last Word," which has been distributed to members.

The study was conducted for RAB by Advertest Research in all parts of the country, with almost 10,000 shoppers interviewed. The study confined its inquiry to the habits of women who bought one or all of 10 basic food products, all of which are highly-advertised.

Among the major findings of the study: During pre-shopping hours, radio reaches nearly half again the number of customers who are exposed to all competing media during the same period; supermarket patrons average more pre-shopping time with radio than with all other media combined; twice as many purchasers had heard radio within 30 minutes of the time they were interviewed than had been exposed to all other media combined.

'Haunted House' Series Set

ROUNDTREE Productions Inc., Washington and New York, producer of *Martha Roundtree's Press Conference* on ABC-TV Monday 9-9:30 p.m., plans to launch a filmed half-hour series called *This House Is Haunted*. The series will examine in detail the so-called "authentic haunted houses" in New York and New Jersey.

GILT ON GUAM

SILENCE is golden. So are some Cadillacs. So even is one Quonset hut. KUAM Agana, Guam, is taking credit for erecting what certainly is not the world's first solid gold Quonset hut, but what well may be the world's first gilded Quonset hut. The structure, painted metallic gold, squats in splendor, surrounded by swaying palms on a rise overlooking the KUAM-AM-TV buildings. The hut is to be used as a guest cottage for business visitors to the island. Its gold finish is more than glitter, according to KUAM President Harry M. Engel Jr. It was put on, not merely to impress gold-bearing and/or-bricking guests, but to reflect rays of the tropical sun.

WSAC's Mobile Unit Series

MOBILE unit spot news reports and human interest stories are combined with recorded music in a program being aired by WSAC Fort Knox, Ky. Titled *WSAC Panorama*, program maintains a "news web" with local police and civic groups for feeding news by telephone lines to the program. Mobile unit roves entire state for remote pickups of interviews and spot news reports. Program is aired daily from 8 a.m. to 4 p.m.

THE LUCKY NUMBER, 37, is the total of Detroit Tiger games to be co-sponsored over a seven-station tv network by Goebel Brewing Co. and Speedway Petroleum Corp. this season. Emphasis is on weekend and night games. The sponsors, who have teamed to present the Tigers in seasons past, also will broadcast the games over a 42-station radio network. Principals are (l to r) Harry Sisson, secretary of the Detroit Baseball Co.; John J. Carroll, managing director of WKMH Dearborn, Mich., key station for radio coverage; E. J. Anderson, president of Goebel Brewing Co.; William Michaels, vice president-general manager, WJBK-TV Detroit, key tv station; W. B. Doner, president of W. B. Doner & Co., agency for Speedway; C. William Sucher, president of Speedway Petroleum Corp.; F. Sibley Moore, vice president of WJR Detroit, outlet for Tiger night games, and John Passmore, assistant media director of Campbell-Ewald Co., agency for Goebel. In the tv lineup are WJBK-TV, WKZO-TV Kalamazoo, WJIM-TV Lansing, WNEM-TV Bay City, WWTV (TV) Cadillac, WPBN-TV Traverse City, all Mich., and WSPD-TV Toledo, Ohio. The radio network is concentrated in Michigan and includes WTOD Toledo.

Station Authorizations, Applications
(As Compiled by B•T)
April 11 through April 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through April 17

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,001	225	365	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New stations requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through April 17

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	385	88	473[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	351	323	674[1]
Noncomm. Educational	26	21	47[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,083	337	843	574	1,418[3]
Noncomm. Educ.	66		37	28	65[4]
Total	1,149	337	878	602	1,482[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 718 already granted.

New Tv Stations . . .

APPLICATIONS

Hibbing, Minn.—Carl Bloomquist, vhf ch. 10 (192-198 mc); ERP 10.6 kw vis., 5.3 kw aur.; ant. height above average terrain 633 ft., above ground 437 ft. Estimated construction cost $133,983. P. O. address 715 Grant Ave., Eveleth, Minn. Studio location Hibbing. Trans. location St. Louis County. Geographic coordinates 47° 22′ 52″ N. Lat., 92° 57′ 18″ W. Long. Trans.-ant. RCA. Consulting engineer Vandivere, Cohen and Wearn, Washington, D. C. Mr. Bloomquist, owner **WEVE Eveleth,** will be sole owner. Announced April 16.

Wilmington, N. C.—New Hanover Bcstg. Co., vhf ch. 3 (60-66 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 466 ft., above ground 523 ft. Estimated construction cost $413,128, first year operating cost $200,000, revenue $250,000. P. O. address Box 869, Wilmington. Studio location Wilmington. Trans. location Pender County. Geographic coordinates 34° 24′ 17.7″ N. Lat., 77° 55′ 21.2″ W. Long. Trans.-ant. RCA. Legal counsel Verne R. Young, Washington, D. C. Consulting engineer Lohnes and Culver, Washington, D. C. Principals include **J. S. Brody** (49.34%), 49.34% owner **WGNI Wilmington,** 20% **WFIG Sumter, S. C.,** and **Leo Brody** (25%), 24.5% **WLPM Suffolk, Va.** and 25% WGNI. Announced April 11.

Toledo, Ohio—Greater Toledo Educational Television Foundation Inc., uhf ch. 30 (566-572 mc); ERP .3 kw visual, .15 kw aural; antenna height above average terrain 187 ft., above ground 199 ft. Estimated construction cost $42,033, first year operating cost $35,100, revenue $35,100. Post office address 121 Southard Ave., Toledo. Studio location Toledo. Transmitter location Lucas County. Geographic coordinates 41° 39′ 44″ N. Lat., 83° 36′ 52″ W. Long. Trans.-Ant. GE. Legal counsel Krieger and Jorgensen, Washington, D. C. Consulting engineer A. R. Bitter, Toledo. **Toledo School Board** will operate station as non-commercial educational tv. Announced April 11.

Kennewick, Wash.—Columbia River Television Co., uhf ch. 25 (536-542 mc); ERP 8.22 kw vis., 4.93 kw aur.; ant. height above average terrain 1 ft., above ground 185 ft. Estimated construction cost $76,000, first year operating cost $108,000, revenue $140,000. P. O. address % **Stuart Nathanson,** Black Angus Motel, Kennewick. Studio location Kennewick. Trans. location Benton County. Geographic coordinates 46° 12′ 37″ N. Lat., 119° 09′ 07″ W. Long. Trans.-ant. GE. Legal counsel

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
FULLTIME NETWORK	DAYTIME INDEPENDENT	MAJOR FULLTIME	FULLTIME NETWORK	FULLTIME NETWORK
$150,000	$65,000	$900,000	$100,000	$58,000
Excellent area. Profit plus potential. Well equipped.	Good tobacco and agricultural area. Real profit-maker. $25,000 down.	This property represents high market acceptance and profits. Financing available to qualifying buyers.	A single station market. Record of earnings. Excellent assets. 29% down.	A good Pacific Northwest market with diverse economy. Good equipment. $16,000 down.
WASHINGTON, D. C.	CHICAGO, ILL.	ATLANTA, GA.	DALLAS, TEX.	SAN FRANCISCO
Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	Ray V. Hamilton Tribune Tower DE 7-2755	Jack L. Barton 1515 Healey Bldg. JA 3-3431	Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	W. R. (Ike) Twining 111 Sutter St. EX 2-5671

Call your nearest office of
HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Saul Levine, Los Angeles, Calif. Consulting engineer Ron Oakley, La Canada, Calif. Principals include Mr. Nathanson (25%), former producer-director with **KEPR Yakima-Pasco, Wash., B. K. Phillipps** (18¾%), auto sales manager, **C. N. Hostkoetter** (18¾%), real estate interests, and four others. Announced April 10.

New Am Stations . . .

ACTIONS

Mountain Home, Idaho—Mountain Home Radio Inc., granted 1340 kc, 250 w U. Post office address c/o Lou Clemens, Box 2635, Boise, Idaho. Estimated construction cost $17,171, first year operating cost $32,175, revenue $40,750. Principals include **Lou Clemens** (38.5%), **Roger L. Hagadone** (22%), **Richard K. Mooney** (21.5%) and others. Mr. Clemens is employe of **KGEM Boise.** Mr. Hagadone and Mr. Mooney are president and vice president, respectively, of **KYME Boise.** Announced April 17.

Hastings, Mich.—Donald G. Garey, granted 1220 kc, 250 w D. Post office address P. O. Box 289, Hastings. Estimated construction cost $16,733.12, first year operating cost $48,000, revenue $60,000. Mr. Garey, sole owner, holds motion picture theater interests. Announced April 17.

Livingston, Tex.—Polk County Bcstg. Co., granted 1440 kc, 1 kw D. Post office address 3111 Fern St., Pasadena, Tex. Estimated construction cost $11,413, first year operating cost $26,000, revenue $30,000. Principals include **Harold J. Haley** (45%), business interests; **Robert M. Sutton** (45%), employe at **KTRK-TV Houston, Tex.,** and **Donald L. Gulihur** (5%), engineer at **KTRK (TV)-KTRH Houston.** Announced April 17.

Bellevue, Wash.—Bellevue Broadcasters, granted 1330 kc, 1 kw DA-D. Post office address P. O. Box 838, Bellevue. Estimated construction cost $23,364, first year operating cost $55,000, revenue $65,000. Principals include partners **R. Kemper Freeman** (83.34%), business interests, and **Mrs. Florence G. Hayes** (16.66%), nurse. Announced April 17.

Douglas, Wyo.—Douglas Bcstg. Inc., granted 1050 kc, 250 w D. P. O. address c/o **J. Howard Jones,** 1227 Clark St., Thermopolis, Wyo. Estimated construction cost $17,447, first year operating cost $24,000, revenue $30,000. Principals include Mr. Jones, pres. (17%), employe, **KTHE Thermopolis; Elmer Tanner** (25%), stockman-farmer; **Luke McNeil** (25%), Thermopolis sheep grower; **Joe C. Henry** (8.33%), mgr.-minor stockholder, KTHE. Announced April 17.

APPLICATIONS

Clarkesville, Ga.—WWCS Bcstg. Co., 1220 kc, 250 w D. P. O. address **William C. Strange,** Rte. 1, Cornelia, Ga. Estimated construction cost $22,389, first year operating cost $24,000, revenue $36,000. Mr. Strange, cafe owner and student, will own 60% and **Donald J. Stewart,** automobile dealer, will own 40%. Announced April 15.

West Point, Ga.—Radio Valley Inc., 910 kc, 500 w D. Post office address Box 427, West Point. Estimated construction cost $17,225, first year operating cost $36,000, revenue $48,000. **J. Dige Bishop** (45%), 20% **WCTA-AM-TV Andalusia, Ala.,** owner **WJDB Thomasville, Ala., Clement J. Murphy** (35%), salesman **WLAG LaGrange, Ga.,** and **Wyatt R. Kitchens** (20%), vat dye interests, will be owners. Announced April 12.

Halfway, Md.—The Four States Bcstg. Co., 1410 kc, 1 kw D. P. O. address % **John L. Miller,** 305 W. Wilson Blvd., Hagerstown, Md. Estimated construction cost $17,409, first year operating cost $38,000, revenue $42,000. Mr. Miller, stockholder **WARK Hagerstown,** will be sole owner. Announced April 12.

Holyoke, Mass.—Alfred R. Grandchamp, 1220 kc, 250 w D. Post office address c/o Mr. Grandchamp, 54 Canal St., Holyoke. Estimated construction cost $12,215, first year operating cost $45,000, revenue $60,000. Mr. Grandchamp, printing interests, will be sole owner. Announced April 12.

Middleport-Pomeroy, Ohio — Mountain State Bcstg. Inc., 1370 kc, 1 kw D. Post office address 1200 E. Pike St., Clarksburg, W. Va. Estimated construction cost $22,705, first year operating cost $26,000, revenue $32,000. Mountain State president is **Glacus G. Merrill.** Announced April 12.

Robston, Tex.—Petty Durwood Johnson, 1470 kc, 500 w D. P. O. address 3530 Bismarck St., Vernon, Tex. Estimated construction cost $16,535, first year operating cost $27,000, revenue $36,000. Mr. Johnson, ⅔ owner **KVWC Vernon,** will be sole owner. Announced April 15.

Existing Am Stations . . .

APPLICATIONS

WFAR Farrell, Pa.—Seeks cp to change hours to unl., power to 1 kw D and 500 w N, change trans. location and install DA-N. Announced April 10.

WEMB Erwin, Tenn.—Seeks cp to change frequency to 590 kc, power to 500 w and change ant. system. Announced April 10.

KGVL Colville, Wash.—Seeks cp to change frequency to 1270 kc. Announced April 12.

New Fm Stations . . .

APPLICATIONS

Birmingham, Ala.—James V. Melonas, 93.7 mc, 20 kw unl. Post office address c/o Mr. Melonas, 1603 N. 26th St., Birmingham. Estimated construction cost $10,200, first year operating cost $15,000, revenue $25,000. Mr. Melonas, restaurant owner, will be sole owner. Announced April 11.

Peekskill, N. Y.—Highland Bcstg. Corp., 107.5 mc, 18.4 kw unl. Post office address Box 188, Peekskill. Estimated construction cost $19,076, first year operating cost $11,420, revenue $15,860. Highland Bcstg., licensee of **WLNA Peekskill,** will be owner. **Irving E. Cottrell** is Highland president. Announced April 12.

Austin, Tex.—Frank L. Scofield, 95.5 mc, 1.372 kw unl. Post office address c/o Mr. Scofield, 308 Littlefield Bldg., Austin. Estimated construction cost $10,000, first year operating cost $12,000, revenue $15,000. Mr. Scofield, attorney and ranching interests, will be sole owner. Announced April 11.

Ownership Changes . . .

ACTIONS

KBAY-TV San Francisco, Calif.—Granted assignment of cp from **Leonard** and **Lily Averett** to **Sherrill C. Corwin** tr/as **Bay Television** for $1,750. Mr. Corwin is vice pres.-16% owner of **Imperial Bcstg. System Inc.,** licensee of **KPRO Riverside, KROP Brawley, KYOR Blythe** and **KREO Indio,** all **Calif.** Announced April 17.

WGCS Arlington, Fla.—Granted assignment of cp from **William F. Askew** to **Thomas Carr** for $1,000. Mr. Carr owns **WDAT Daytona Beach, Fla.** Announced April 17.

WAKE Atlanta, Ga.—Granted assignment of license from **Bartell Bcstrs. Inc.** to **WAKE Bcstrs. Inc.,** for $80,000. Corporate change. No change of control. Announced April 12.

WJAT Swainsboro, Ga.—Granted assignment of license from **Jack A.** and **Nancy M. Thompson** to **James R. Denny** and **Webb Pierce** for $125,000. Mr. Denny and Mr. Pierce, music publishing interests, will be equal partners. Announced April 17.

WHLT Huntington, Ind.—Granted assignment of cp from **Huntington Valley Bcstrs.** to **Huntington Bcstg. Co.** for $1 and payment of expenses incurred in procuring cp. Corporate change. No change of control. Announced April 9.

WINN Louisville, Ky.—Granted relinquishment of positive control of licensee corporation by **Emil J. Arnold,** through sale of stock to **Robert Wasdon** (25%) and **Jack Siegel** (25%) for $500 from each. Mr. Wasdon and Mr. Siegel own **WIOD Sanford, Fla.,** 50% **WALT Tampa,** Fla., and **WHIY Orlando, Fla.,** and both are directors of **WMFJ Daytona Beach, Fla.,** and WINN. Announced April 17.

WORC Worcester, Mass.—Granted negative control of licensee corporation by **Robert F. Bryar** through purchase of stock (25%) from **Shirley L. Bryar** for $10,000. Announced April 9.

WELL Battle Creek, Mich.—Granted assignment of license from **Federated Publications Inc.** to **Southern Michigan Bcstg. Corp.** for $100,000. Principals include **Frederick A. Knorr** (23.8%), **Walter O. Briggs Jr.** (14.27%) and six others. Announced April 17.

WOOD-AM-TV Grand Rapids, Mich., WTCN-AM-TV Minneapolis, Minn., WFBM-AM-TV Indianapolis, Ind.—Granted assignment of license from **Consolidated Television & Radio Bcstrs. Inc.** to **Time Inc.** for $15,750,000. Time Inc. owns **KLZ-AM-TV Denver, Colo.,** and **KDYL-AM-TV Salt Lake City, Utah.** Grants subject to Time Inc. divesting all interest in **KOB-AM-TV Albuquerque, N. M.** KOB-AM-TV transfer was granted in March. Announced April 17.

KLCB Libby, Mont.—Granted assignment of license from **Lincoln County Bcstrs. Inc.** to **Frank Reardon** for $19,000. Mr. Reardon, owner 90% **KBOW Butte, Mont.** and stockholder **KGEZ Kalispell, Mont.,** will be sole owner. Announced April 17.

KRUL Corvallis, Ore.—Granted assignment of license from **Pacific States Radio Co.** to **Benton Bcstrs. Inc.,** for $10,000. Equal partners are **Robert G. Beattie,** chief engineer KRUL, **Donald C. Wilkinson,** chief engineer **KPDQ Portland, Ore.,** and **Dale K. Allison,** program director KPDQ. Announced April 17.

KLOR (TV) Portland, Ore.—Granted transfer of control of licensee corporation from **Oregon Television Inc.** to **George Haggarty** for $1,794,865. Mr. Haggarty, attorney and banking interests, will be sole owner. Announced April 17.

WEAN, WPJB-FM Providence, R. I.—Granted transfer of control of licensee corporation from all stockholders to voting trustees. Corporate change. No change of control. Announced April 17.

KSTV Stephenville, Tex.—Granted assignment of license from **Oscar H. Halvorson** and **Olaf Folkvord** to **Dixie Bcstrs.** for $55.000. **Cyril W. Reddoch** (66⅔%) and **Ralph L. Hooks** (33⅓%), are Dixie owners. Dixie Bcstrs. is applicant for am in Blakely, Ga. Announced April 17.

KNEW Spokane, Wash.—Granted assignment of license from **Inland Empire Bcstg.** to **Mount Rainier Radio & Television Bcstg. Corp.** Corporate change. No change of control. Announced April 12.

APPLICATIONS

KDOO Ridgecrest, Calif.—Seeks assignment of cp from **Harold C. Singleton** to **Tower Bcstg. Co.** for $1,500. **Frank E. Heuschkel** (45%), liquid gas interests, **Herbert W. Hall** (45%), chief engineer **KCRE Crescent City, Calif.,** and **Leland F. Smallwood** (10%), radio-tv sales-service interests, will be owners. Announced April 15.

WFBF Fernandina Beach, Fla.—Seeks assignment of license from **Fernandina Beach Bcstrs.** to **Murray Bcstg. Co.** for $60,000. **Edward G. Murray,** former film buyer **WRCV-TV Philadelphia, Pa.,** will be 97% owner. Announced April 16.

WONN Lakeland, Fla.—Seeks assignment of license from **Coastal Bcstg. Co.** to **Noyes Enterprises Inc.** Corporate change. No change of control. Announced April 12.

WDBO-AM-FM-TV Orlando, Fla.—Seeks assignment of license from **Orlando Bcstg. Co.** to **Cherry Bcstg. Co.** for $2,461,000. **William S. Cherry Jr.,** 44.9% owner **WPRO-AM-FM-TV Providence, R. I.,** will be 85% owner. Announced April 16.

WJCM Sebring, Fla.—Seeks assignment of license from **Clearfield Bcstrs. Inc.** to **Progressive Publishing Co.** Corporate change. No change of control. Announced April 16.

KVNI Coeur d'Alene, Idaho—Seeks assignment of license from **Alan H. Pollock** to **Northern Idaho Bcstg. Co.** for $65,000. **Herbert C. Rice,** vice pres. **Mutual Bcstg. System,** will be 99% owner. Announced April 16.

WAIT Chicago, Ill.—Seeks assignment of license from **Radio Station WAIT** to **Radio Station WAIT** for $98,000. Owners will be **Oscar Miller, Gertrude Miller, Julius Miller** and **Bertha L. Miller.** Announced April 16.

WPEO Peoria, Ill.—Seeks assignment of license from **WREO Inc.** to **Dandy Bcstg. Corp.** for $65,000. Equal partners are **Merritt Owens,** advertising interests, **Robert E. Sharon,** salesman **WHB Kansas City, Mo., Kenneth R. Greenwood,** salesman WHB, and **Lee Vaughn,** attorney. Announced April 12.

WBOW Terre Haute, Ind.—Seeks assignment of license from **Banks of Wabash Inc.** to **Radio WBOW Inc.** for $108,000. **Jerome W. O'Connor,** owner **WPFA Pensacola, Fla.,** will be 70% owner. **Thomas L. Davis,** 50% owner **KLEE Ottumwa, Iowa,** and **Ray Freedman,** advertising interests, will each be 13.4% owners. Announced April 11.

KCRG-AM-TV Cedar Rapids, Iowa—Seeks transfer of control of **Gazette Company** (parent corporation of licensee corporation) from five voting trustees to all 11 stockholders. Corporate change. No change of control. Announced April 11.

WKDL Clarksdale, Miss.—Seeks assignment of license from **Anne P. McLendon** and **W. L. Kent** to **Coahoma Bcstg. Inc.** for $40,000. Equal partners are **John B. Craddock,** news & sports director **WALB-AM-TV Albany, Ga., Tommy R. Stillwagon,** gen. mgr. WALB-AM-TV, and **Joseph G.**

Midwest

$60,000.00

Profitable operation with excellent potential in medium-sized market. $25,000 down and balance over five years.

$55,000.00

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Rachuba, switcher WALB-TV. Announced April 11.

KUDI Great Falls, Mont.—Seeks transfer of control of licensee corporation from **Community Bcstrs.** to **Walter N. Nelskog, Paul Crain, D. Gene Williams** and **Delbert Bertholf** for $70,000. Mr. Nelskog, 50% owner **KUTI Yakima, Wash.**, and **KYNG Coos Bay, Ore.**, and 16⅔% **KORD Pasco, Wash.**, Mr. Williams, 51% **KSPO Spokane, Wash.**, 50% **KOYN Billings, Mont.**, and 25% KUTI. Mr. Bertholf, 39% KSPO, 50% KOYN and 25% KUTI, and Mr. Crain, mgr. KUTI, are equal partners. Announced April 16.

WMSJ Sylva, N. C.—Seeks assignment of cp from **Harold H. Thoms** to **WMSJ Inc.** for $300. Equal partners are Harold H. Thoms, **Meredith S. Thoms, Matilann Thoms** and **James B. Childress**, mgr. **WEMH Marshall, N. C.** Announced April 16.

WMPT Williamsport, Pa.—Seeks assignment of cp from **Jefferson Bcstg. Co.** to **Galen D. Castlebury Jr.** for $215.27. Mr. Castlebury, 5% owner **WFRM Coudersport** and **WNBT Wellsboro**, both Pa., will be sole owner. Announced April 16.

WNRI Woonsocket, R. I.—Seeks assignment of license from **John F. Doris**, Receiver, to **Friendly Bcstg. Inc.** Court ordered receivership dissolved. Announced April 15.

KCRS Midland, Tex.—Seeks assignment of license from **Ruth Scharbauer** and **Clarence Scharbauer Jr.** to **Midland Bcstg. Co.** for $220,000. **Wendell Mayes**, controlling stockholder **KBWD Brownwood, Tex.** and **KNOW Austin, Tex.**, 50% owner **KTOK Oklahoma City, Okla.**, 30% **KSNY Snyder, Tex.**, 20% **KXOL Fort Worth, Tex.** and 40% **WACO Waco, Tex.**, will be 96% owner. Announced April 16.

KQTY Everett, Wash.—Seeks assignment of cp from **Snohomish County Bcstg. Co.** to **Walter N. Nelskog, Paul Crain** and **Archie Baker**. Mr. Nelskog (49%), 50% owner **KUTI Yakima, Wash.** and **KYNG Coos Bay, Ore.** and 16⅔% **KORD Pasco, Wash.**, Mr. Crain (33%), gen. mgr. KUTI, and Mr. Baker (18%), attorney, will d/b as **Snohomish County Bcstg. Co.** Announced April 16.

KOWB Laramie, Wyo.—Seeks transfer of control of licensee corporation from **Snowy Range Bcstg. Co.** to **KOWBoy Bcstg. Co.** for $75,000. **Richard P. McKee** (51%), former teacher-coach, and **Virginia A. McKee** (48%), former tv writer, are KOWBoy principals. Announced April 16.

Routine Roundup . . .

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 12

KDMS El Dorado, Ark.—Granted license covering increase power, install new trans., and change ant.-trans. location.

The following were granted extensions of completion dates as shown: **WCGC Belmont, N. C.**, to 7-11; **WORC Worcester, Mass.**, to 10-11, conditions; **WELK Charlottesville, Va.**, to 8-29, conditions.

Actions of April 11

KXGI Fort Madison, Iowa—Granted license covering increase power from 500 w to 1 kw.

KCKN Kansas City, Kans.—Granted license covering change ant.-trans. and studio location, changes in ant. system (decrease height).

WWWS Greenville, N. C.—Granted license for educational fm.

WDEW Westfield, Mass.—Granted mod. of cp to change ant.-trans. and studio location, make changes in ant. system (decrease height).

WKTS Brooksville, Fla.—Granted mod. of cp to change type trans., change ant. system (increase height) and change name of permittee to **Elmo B. Kitts**, tr/as **Hernando Bcstg. Co.**

The following were granted extensions of completion dates as shown: **WCHS-TV Charleston, W. Va.**, to 8-1; **KTCA-TV St. Paul, Minn.**, to 10-17; **KEDY-TV Big Spring, Tex.**, to 8-5; **WNAO-TV Raleigh, N. C.**, to 8-1; **WGTV (TV) Athens, Ga.**, to 11-5; **WFGA-TV Jacksonville, Fla.**, to 7-29; **WCAR Detroit, Mich.**, to 10-29.

Actions of April 10

Granted licenses for the following tv stations: **KARK-TV Little Rock, Ark; KUAM-TV Agana, Guam; KLIX-TV Twin Falls, Idaho; KFJZ-TV Fort Worth, Tex.; KREX-TV Grand Junction, Colo.; WDMJ-TV Marquette, Mich.; KMSO-TV Missoula, Mont.**

WBIR-TV Knoxville, Tenn.—Granted extension of completion date to 11-1.

Actions of April 9

WRBL-TV Columbus, Ga.—Granted license for tv station.

KFVS-TV Cape Girardeau, Mo.—Granted license for tv station.

KSYD-TV Wichita Falls, Tex.—Granted license for tv station.

KCHJ Delano, Calif.—Granted license covering change power, hours, install DA-2 and change type trans.; conditions.

KIYI Shelby, Mont.—Granted license to change facilities, install DA-N, install new trans., change ant.-trans. location, change ant. system and operate trans. by remote control using nondirectional ant.; condition.

WCTV (TV) Thomasville, Ga.—Granted license for tv station and change studio location.

WOSU-TV Columbus, Ohio—Granted license for educational tv station.

KRMA-TV Denver, Colo.—Granted license for educational tv station.

WEAW Evanston, Ill.—Granted mod. of license to change studio location to Skokie, Ill.

KXRJ Russellville, Ark.—Granted cp to change trans. and studio location and operate trans. by remote control; condition.

WDSM-TV Superior, Wis.—Granted cp to install new ant. system, specify trans. location and change ERP vis. 100 kw, aur. 50 kw.

The following were granted extensions of completion dates as shown: **WBRE-TV Wilkes-Barre, Pa.**, to 9-1; **WIPR-TV San Juan, P. R.**, to 10-30; **WETV (TV) Atlanta, Ga.**, to 11-1; **WHOL Allentown, Pa.**, to 7-9; **WMPY Salisbury, Md.**, to 10-1.

Actions of April 8

WCFM Williamstown, Mass.—Granted license for educational fm.

The following were granted extensions of completion dates as shown: **KPIC Roseburg, Ore.**, to 10-25; **WHYY-TV Philadelphia, Pa.**, to 10-1; **KIDO-TV Boise, Idaho**, to 10-27; **KSWS-TV Roswell, N. M.**, to 6-8.

Action of March 21

KNDC Hettinger, N. D.—Granted permission to operate specified hours, 6 a.m. to 8 p.m., Mondays through Saturdays, and 8 a.m. to 3 p.m., Sundays, except for special events, through present license period.

Actions of March 18

WDSU-TV New Orleans, La.—Granted extensions of completion date to 4-20.

April 11 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates: **WORC Worcester, Mass.; WCAR Detroit, Mich.; KODE Joplin, Mo.; WCGC Belmont, N. C.; WELK Charlottesville, Va.; WFGA-TV Jacksonville, Fla.**, to 4-29-57; **WGTV (TV) Athens, Ga.**

License to Cover Cp

KAGH Crossett, Ark.—Seeks license to cover cp which authorized change frequency, hours from unl. to D, ant.-trans. location and remote control trans.

WKEN Dover, Del.—Seeks license to cover cp which authorized new am.

WFST Caribou, Me.—Seeks license to cover cp which authorized increase power to 5 kw and install new trans.

KWEL Midland, Tex.—Seeks license to cover cp which authorized new am.

April 12 Applications

ACCEPTED FOR FILING

Modification of Cp

WHYS Ocala, Fla.—Seeks mod. of cp to change ant.-trans.-studio locations and type trans.

KTVI (TV) St. Louis, Mo.—Seeks mod. of cp to change ch. to ch. 2, ERP to 100 kw vis., 50 kw aur. and studio location.

License to Cover Cp

WKLV Blackstone, Va.—Seeks license to cover cp which authorized change frequency, increase power, change hours and change ant.-trans. location.

WYTI Rocky Mount, Va.—Seeks license to cover cp which authorized new am.

April 15 Applications

ACCEPTED FOR FILING

Modification of Cp

WPST-TV Miami, Fla.—Seeks mod. of cp to change aur. ERP to 195 kw, specify studio location as SE corner Biscayne Blvd. and NE 21st St., Miamf and change trans. location to approximately three miles NNE of North Miami.

WMVS-TV Milwaukee, Wis.—Seeks mod. of cp to change ERP to 82.61 kw vis., 44.18 kw aur. and change trans. location to NE corner Port Washington Rd. and Donges Bay Rd., Mequon, Wis.; also install new ant. system and make other equipment changes.

License to Cover Cp

KPOL Los Angeles, Calif.—Seeks license to cover cp which authorized change hours, install DA-N and change studio location.

WPLM Plymouth, Mass.—Seeks license to cover cp which authorized increase power, and install new trans.

April 16 Applications

ACCEPTED FOR FILING

Modification of Cp

KPIK Colorado Springs, Colo.—Seeks mod. of cp to change ant.-trans.-studio location, remote control trans. and make other equipment changes.

KRBB (TV) El Dorado, Ark.—Seeks mod. of cp to change ERP to 316 kw vis., 171 kw aur., change trans. location, install new ant. system.

WTWO (TV) Bangor, Me.—Seeks mod. of cp to change ERP to 36.35 kw vis., 18.175 aur. and minor equipment changes.

Following seek mod. of cp to extend completion dates as shown: **WDMG Douglas, Ga., WSBE Warwick, R. I., KOYL Odessa, Tex., WSPD-TV Toledo, Ohio**, to 11-2-57; **WBUF (TV) Buffalo, N. Y.**, to 10-1-57; **KSTF (TV) Scottsbluff, Neb.**, to 8-12-57; **WTOV-TV Norfolk, Va.**, to 10-16-57; **KMOT (TV) Bismarck, N. D.**, to 10-5-57.

License to Cover Cp

WIOD Sanford, Fla.—Seeks license to cover cp which authorized new am.

WQOK Greenville, S. C.—Seeks license to cover cp which authorized DA-N only.

UPCOMING

April

April 22: United Press Broadcasters of Conn., Hotel Statler, Hartford.

April 22: Connecticut Broadcasters Assn., Statler Hotel, Hartford, Conn.

April 22-26: American Film Assembly, Statler Hotel, New York.

April 24-26: Annual Conference, American Public Relations Assn., Warwick Hotel, Philadelphia, Pa.

April 24-26: 7th region Institute of Radio Engineers conference and show, Balboa Park, San Diego.

April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.

April 25-27: Western States Advertising Agencies Assn., annual conference, Oasis and Desert Inn Hotels, Palm Springs.

April 25-27: New Mexico Broadcasters Assn., Deming.

April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel.

Continues on page 133

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Staff for new am N.Y.C. area Chief, know equipment. Announcers, salesmen, continuity. Send resumes, tapes to Box 424G, B•T.

Several men needed by progressive, fast growing, multiple station organization. Sales manager, chief engineer, engineer-announcer, salesmen-announcers, announcer-copywriter, and staff announcers. Better than average pay for right men. Send full particulars first letter including references, photo and audition if announcer applicant. Box 433G, B•T.

Management

Here's a chance of a lifetime for program director or chief announcer to step up to management level. Growing organization in eastern United States needs a young married man with car for assistant manager position. Job offers opportunity at managership in near future. Send tape, resume, photo to Box 861E, B•T.

5 figure income for top-notch salesman with management background for leading independent in Ohio. Box 226G, B•T.

Manager or sales manager fully experienced in both phases, can earn five figure salary with unlimited opportunity in a radio chain specializing in negro programming in a top market in the U. S. Please send management and sales background with photo and complete details in first reply. Box 440G, B•T.

Sales

Excellent opportunity for a young experienced salesman, preferably in his early thirties and married, to earn the position of sales manager of the top-rated 5000 watt station in a small New England city. Starting compensation of $100 per week against 15% commission. A responsible salesman with ideas ready to advance rapidly. Write details and enclose photo to Box 347G, B•T.

If you can sell them and keep them serviced . . . live on $5,000 to $6,500 a year . . . and realize high pressure sales are short lived . . . there's a job for you in the nothern Indiana vacationland. Write Box 365G, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

We're expanding! Young music and news independent with young executives and young staff looking for others who live-eat-breath-sleep radio. Grow with us as salesman, announcers, news directors, etc. KGEN, Tulare, California.

WFRL, Freeport, Illinois offers $400.00 per month initial guarantee for 3 months, then guaranteed draw and commission proposition that pays up to 40%. Call Dave Taylor.

Announcers

$700 a month for DJ with glib, fast-paced delivery. Rhyming intros to records. Limited rock 'n roll, mostly good pops and albums. Wanted by station in Midwest. Box 781E, B•T.

Leading southern daytime station wants announcer-copywriter; salary open; no drifters. Box 252G, B•T.

Multiple station operation needs combination pop—r & r DJ's. Send tape and resume. Box 264G, B•T.

Illinois station seeks network quality announcer on local station budget. $80.00 for 44 hours. Box 265G, B•T.

Number 1 station in Florida east coast market needs two hard working production perfect personality announcers willing to write copy and produce commercials. Box 321G, B•T.

First phone combo strong on announcing. Eastern Michigan. If you've got it—we'll buy it. Box 348G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Need a 1st class combo man, no technical work . . . start at $80 a week with $5 increase after 13 weeks of 40 hours a week. Vacation paid . . . hospital benefits insurance plan . . . and good working conditions in northern Indiana. Reply Box 364G, B•T.

Tuscon, Arizona, prestige station needs announcer-salesman. Salary for announcing, draw against twenty percent for sales. Send tape and references, along with present sales resume. Box 388G, B•T.

Manager-salesman, 500 watt daylight station, 5000 population northeast Texas town. Salary plus commission. Radio programming experience essential; sales, desirable. Box 389G, B•T.

Announcer-engineer, 500 watt daylight station, 5000 population northeast Texas town. Salary plus advancement opportunity. 1st phone required; announcing experience, desirable. Box 390G, B•T.

Wanted immediately—combination engineer-announcer for central Virginia station. Must have first class ticket. Good salary. Send your tape and data. Box 406G, B•T.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word *$2.00 minimum*
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Number one negro station—primary market—offers outstanding opportunity to experienced negro DJ with exceptional voice and personality. Send letter and recent photograph immediately, with audition tape following. Box 415G, B•T.

Combo man with first phone . . . emphasis on announcing. Addition to staff, 40 hour week. Salary commensurate with ability. Send tape which will be returned. Box 421G, B•T.

Arizona radio station wants hotshot DJ. Must be outstanding. Please do not submit tape if you are just average. Box 422G, B•T.

Experienced announcer with first. No maintenance. Write KAGH, Crossett, Arkansas.

Immediate opening for promising beginner as staff announcer in small market. Phone or write Ralph Hooks, KDLA, DeRidder, Louisiana.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

RADIO

Help Wanted—(Cont'd)

Announcers

If you have a first class license, a good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-AM-TV, Kalispell, Montana.

Experienced announcer and newsman. McLendon stations, all in Texas. Send tapes, Bill Morgan, General Manager, KLIF, Dallas, Texas.

Negro DJ's—experienced in R & B and religious. Immediate opening at KOKY, Little Rock, or WOKJ, Jackson. Send details and photo to Box 2267, Jackson, Mississippi, or Box 1956, Little Rock, Arkansas.

Regular staff opening about May 15. Mail tape and complete application. KRLN, Canon City, Colorado.

Need qualified staff announcer for network station. Excellent opportunity. Prefer southwesterner. Complete details, should include picture, minimum salary, tape. Manager, KSWS, Roswell, New Mexico.

Staff announcer, young, single. Will accept an inexperienced man with radio school training. Write or call Program Director, WAYB, Waynesboro, Virginia. Position open in May. No tapes now.

Opening for top-notch air salesman . . . willing to work and grow with organization. Write Dick Jones, WCAS, Gadsden, Alabama.

Expanding 5 kw daytimer needs two personality combo deejays with 2nd or 3rd class tickets that stand publicity and still keep feet on ground. Stress on announcing. One first radiotelephone announcer, stress on maintenance. Contact Chief Engineer, WERH, Hamilton, Alabama.

Immediate opening for first phone technicain. Must have car. Permanent position. Contact at once, Frank Laughlin, WGEM - AM - FM - TV, Quincy, Illinois.

Wanted: Announcer, disc jockey—$55.00 week . . . contact WIKB, Iron River, Michigan.

Wanted: Experienced, stable DJ with news reporting ability—night shift. Contact Paul King, PD, WOHO, Toledo, Ohio—LEnnox 6576.

Immediate opening—announcer with 1st class ticket. $100 week to start plus sales opportunity if desired with 15% commission and block of accounts to start. Phone Jack Geiger at WONG, Oneida, N. Y. . . . 2640.

Immediate opening for announcer with first class ticket at west central Pennsylvania daytimer. Call Bill Raihall, WNCC Radio, Barnesboro, Pennsylvania. Phone Barnesboro 1010.

Opening for experienced staff announcer. Send tape and resume. Tape will be returned. Midwesterner preferred. WSMI, Litchfield, Illinois.

Announcers wanted for new station in beautiful Florida community. Must have one man with first class license. Do not apply unless you are experienced and capable of good straight announcing. Rush tape and details to Hal King, Station WTHR, Edgewater Gulf Beach, Panama City, Florida.

Immediate opening for annnouncer-newsman who can write commercial copy. Send resume and tape to WTRP, La Grange, Georgia.

Wanted: Two announcers. Must have first phone. No maintenance. Box 485, Aberdeen, Maryland.

Technical

Expanding organization needs a chief engineer with good maintenance ability. Must have car and be able to assume responsibility for repair and purchase. Good salary. Possibility of installing new station in near future. Send photo and resume to Box 860E, B•T.

DOLLAR FOR DOLLAR you can't beat a classified ad in getting top-flight personnel

RADIO

Help Wanted—(Cont'd)

Technical

Engineer to operate complete radio link mobile studio. No air work. Box 281G, B•T.

Need first class engineer. Car necessary. Transmitter work. 44-hour week. KGNO Dodge City, Kansas.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV Radio, Boonville, New York.

Three engineers, expanding operations. Ed Kennedy, WILM, Wilmington, Delaware.

First ticket. First class announcer. Hired. Phone WTAY, Robinson, Illinois.

Engineer for am-fm radio and new mobile service company. Hawkins Broadcasting Service Company, 929 King, Wilmington, Delaware.

Programming-Production, Others

Versatile news editor for newspaper owned station in northeast. Three man fulltime staff. Also will handle weekly discussion program. Box 330G, B•T.

Fine opportunity for newsman with strong midwest tv-radio outlet. Want man who can report and write local news and do both tv and radio air work. Send full info, tape, availability, photo, expected salary, experience, to Box 417G, B•T.

Sports director needed immediately for one of central U. S. finest radio-tv operations. Sports minded area. Unlimited opportunities. Send complete info to Box 418G, B•T.

Program man. Opportunity. Midwest non-commercial, metropolitan, established 5kw am-fm station. Seek strong program and music supervisor. Permanent. Emphasis on religious, cultural, educational and community service programming. Reply fully, stating background, church affiliation, marital status. Interview qualified candidates at our expense. Box 421G, B•T.

Program-news director. Leading southern station, strong on local news, has opening for experienced program man who is also a fully qualified announcer in his own right. Must be thoroughly grounded all phases news coverage including authoritative news delivery. Only top man need apply. All replies confidential. WSAV, Savannah, Georgia.

RADIO

Situations Wanted

Management

Looking for assistant manager opening: Extensive radio background all departments: Combo, (1st phone) sales, (two station market) programming, news, continuity, college, four years radio, thirty years old. Box 337G, B•T.

Manager—through the ranks, experienced sales, programming, announcing, creative, salesable ideas. Dignity with humility, tack with diplomacy. Age 29, married, college graduate, community minded. Presently employed. Midwest preferred. Box 349G, B•T.

Manager, college administration and law, successful record as personnel director, program director and sales manager, presently and past six years manager same one kilowatt with excellent record, age thirty-seven, family. Desire opportunity in larger market. Box 394G, B•T.

Sales

15 years radio sales, sales management experience. Tv sales, on-camera experience. Can fill on sports radio, tv. Class A baseball, major college football broadcasting background. Prefer northern California, Pacific northwest. All inquiries acknowledged. No employed manager, radio. Box 436G, B•T.

Announcers

Girl personality—DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 688E, B•T.

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 215G, B•T.

Young family man desires opportunity to manage station with possibilities. Experienced all phases. Pulled present station from 3rd to 1st in nine months. Current salary $7,200. Box 362G, B•T.

Negro DJ, versatile, all phases. Good board operator, travel. Box 315G, B•T.

Arizona, California, Texas, New Mexico. Announcer 10 years independent and network affiliate experience. Presently employed. Steady. 5 years same job. Family. Have been program director, sports, editor, staffer. Versatile. Box 322G, B•T.

Announcer. 10 years solid commercial experience. Interested all offers anywhere. Box 323G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, negro swingin disc jockey personality. Some experience. Tape available. Box 391G, B•T.

Announcer—first class ticket, 2 years experience—plus selling. 23, Married. 3 years college—radio and tv major. Good references. Seek permanent position with opportunity for advancement. Box 393G, B•T.

Chief announcer, first phone. 7 years, 5 at present 5kw. Family, veteran, 28. Programming, sales, former musician. Desires permanency with advancement, south. $150.00 minimum. Box 398G, B•T.

Radio-tv news, sports reporter. Situation with play-by-play baseball opportunity. Two years experience. University journalism degree, single, 25, draft free, references. Box 403G, B•T.

Radio people say this young man has network-quality voice and delivery. Three years experience in all phases of announcing. Available June 1st-September 1st for challenging and financially rewarding work. Will try to be a polite, courteous, model employe. Best references. Write to Box 404G, B•T.

DJ, with three years experience, good programming, good commercial. Family. Box 405G, B•T.

Radio school grad. with 2 years experience midwest independent. DJ, strong on news and sports. Would like station that has room for advancement. Box 414G, B•T.

Dependable, top quality work. 15 years experience. Married. Go anywhere. Box 423G, B•T.

Personality DJ, first phone, gimmicks, character voices, comedy sketches and news too. Desire relocating in California area. Box 426G, B•T.

Young Negro DJ, excellent voice. 3 years experience, hold third phone ticket. Good references. College. Vet. Will travel. Box 427G, B•T.

Staff announcer, single, college, experienced on news, DJ, commercials, sports, remotes. Willing to learn. Will travel. Box 428G, B•T.

Announcer, negro, SRT graduate. Short on experience, lot ambition. Strong commercial DJ. Tape available. Box 429G, B•T.

Staff announcer, news, commercials, DJ, work, run my own board, will travel, will to learn. Box 430G, B•T.

Sports director, play-by-play all sports. Interviews, news, DJ, gather, write, report local news. Tape, references. Box 431G, B•T.

Staff announcer, experienced in news, commercials, DJ work, run own board, strong on news, commercials, veteran, will travel. Box 432G, B•T.

Experienced, employed, midwestern announcer desires job in south. Air work or production, four years radio, third class ticket, young, college, married. Wants good pay! Box 434G, B•T.

Experienced announcer desires change. Single, sober, draft exempt. Available two weeks notice. Tape, references. Write LeRoy Childress, WMMH, Marshall, North Carolina.

2 years assistant manager & PD AFRS, 9 months co-owner all night program as announcer-salesman on 5 kw. Reasonable newscaster, developing DJ, experienced, morning, evening, teenage audience. Studying for 1st. Ken O'Donnell, KNCO, Garden City, Kansas.

Announcer, six years experience. Clarksburg, West Virginia. Main 3-2684. Immediate.

Northwestern University radio-tv major desires summer vacation work—June 15-Sept. 20. Near 3 years experience; good teenage DJ—news—play-by-play—punch copy—interview. Prefer north or central Illinois—Chicago area. Can run own board. Write: Box 103, 2305 Sheridan Road, Evanston, Illinois.

Staff announcers, board trained, third tickets, south or midwest. Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C.

Technical

First phone combo man—tired of playing the big shot personality, desire position in west coast directional or power station. Excellent voice, good engineer. Box 314G, B•T.

Engineer, 1st phone. Operation and maintenance experience. Box 335G, B•T.

Engineer with fifteen years experience. First phone ticket. Available immediately. Box 387G, B•T.

Make your RADIO and TV future secure

with a

First Class F. C. C. License

Grantham Training Is Best

Grantham School of Electronics **specializes** in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class **commercial** (not amateur) license in 12 weeks!

Learn by Mail or in Residence

You can train either by correspondence or in residence at either division of Grantham School of Electronics—Hollywood, Calif., or Washington, D. C. Send for free booklet.

Here's Proof! **Recent graduates, the license they got, and how long it took them:**

	License	Weeks
B. A. Willms, 1401 E. Muriel, Orlando, Fla.	1st	12
Paul Schuett, 1314—20th Ave., Longview, Wn.	1st	10
Lawrence L. Alzheimer, Collins, Montana	1st	4
W. Reynolds, 238½ Washington Bl., Venice, Cal.	1st	12
Robert Todd, 216 West End Ave., Cambridge, Md.	1st	13
Joe C. Davis, Station WABO, Waynesboro, Miss.	1st	11

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 12-G

821 19th St., N.W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer: Twenty-one years experience construction, maintenance and operation. Directionals. Desires permanent position with progressive company. Box 396G, B•T.

1st phone, announcing school graduate, $75 minimum, no car. Berkshire 7-6721 after 6:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Programming-Production, Others

Newsman—gather, write, edit, air. Ten years radio experience. Can work own board. No drifter. Want healthy surroundings for family. Box 339G, B•T.

Newscaster-reporter-editor. 6 years radio experience. Heavy on local news, interviews, special events. Past RTNDA Director. 28. Family. Box 366G, B•T.

Experienced man for programming, operations, production, original copy. A.B. degree, married. Box 386G, B•T.

Award winning Canadian newsman immigrating to U.S.A. Top-rated, reliable, nine years experience, married. Seeking permanent employment, presently news director-radio-tv. Prefer radio. Write, wire, phone H. J. Tate, 348 Yonge Street, Kingston, Canada.

TELEVISION

Help Wanted

Management

Sales executive—long established company with leading regional radio and vhf television facilities in one of the fastest growing markets in southeast plans to add overall sales executive. If you have a successful record of local and national sales (preferably both radio and television) and feel that your business judgment and executive ability qualify you to advance beyond the opportunities afforded by your present position, you may be the man we are seeking. Incentive arrangement offers excellent opportunity in growing organization, Replies confidential. Box 420G, B•T.

Sales

Wanted: Salesman, local and regional television sales; midwest station, guaranteed salary plus commission; excellent opportunity for top man. Write or Wire. Box 437G, B•T.

Announcers

Expanding vhf television station needs experienced tv announcer or radio announcer with tv potential. Also need experienced television news director or newsman capable of moving up. Please send photo, tape and resume. Reply Box 250G, B•T.

Pre-freeze vhf in southeast accepting announcer applications. Tv experience preferred, but top-notch radio background will be considered. Send full details of previous experience, including picture and salary requirements, first letter. Box 439G, B•T.

Sports announcer. Television. No play-by-play. Strong on personality and interview. Position open immediately. Send full information to J. Kelin, Program Director, P.O. Box 470, Rockford, Illinois.

Technical

Tv engineer, first class license. Established tv operator. Salary depends on experience and ability. Opportunity for advancement. State experience, salary desired and enclose snapshot. Chief Engineer, KKTV, Colorado Springs, Colorado.

First class license tv transmitter operator. Tv experience desirable but not essential. If you like skiing this is an unparalled opportunity. Transmitter at Stowe, Vermont. Station provide head skis. Liberal food allowance plus mileage. Reply Chief Engineer, WCAX-TV, Burlington, Vermont.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

News director. We offer an excellent opportunity to a mature, aggressive newsman to gather, edit and present two newscasts daily on midwestern regional vhf. He will be a one-man staff backed by AP wire and fax and local film facilities and must be willing and able to supplement these sources with local stories which will require setting up of contacts and some real digging. Give full details of training and experience in first letter. Box 331G, B•T.

PD needs right hand. Director-announcer to function as production manager. Duties include directing, on-camera announcing, and supervision of entire production operation—directors, announcer, staging, lighting, etc. This is a unique opportunity in a midwest NBC vhf for a creative and versatile man who can seek out, as well as accept responsibility. Highly competitive 2 station market. Give all details including experience and minimum salary in first letter. Box 407G, B•T.

Situation Wanted

Management

Manager-commercial manager. 6 years tv, 10 years radio. Also network and agency. Best references previous stations. Box 200G, B•T.

Technical

Engineer, audio and video experience and capable of good maintenance. Would like permanent position offering stable future. Box 334G, B•T.

1st class engineer, 30, with six years experience in all phases wishes to relocate—available immediately—detailed experienced and references first letter. Box 410G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

First phone, experienced 4 years television, fully qualified studio/transmitter operations. Some maintenance experience. Box 435G, B•T.

Programming-Production, Others

Movie cameraman, non-union journalism grad. Top references, anything considered. Box 392G, B•T.

News director and/or public affairs director—will consider assistant directorship. Under 35, but with most unusual and complete background on all levels of television news policy, preparation, production and personnel questions. Highest references from industry leaders. Will only consider one of top twenty-five market areas. Minimum salary: $8,000. Can assure that news and/or public affairs department under his direction will become one of the finest, most profitable (in good will and dollars) and most talked-about in America. All details on request. Box 290G, B•T.

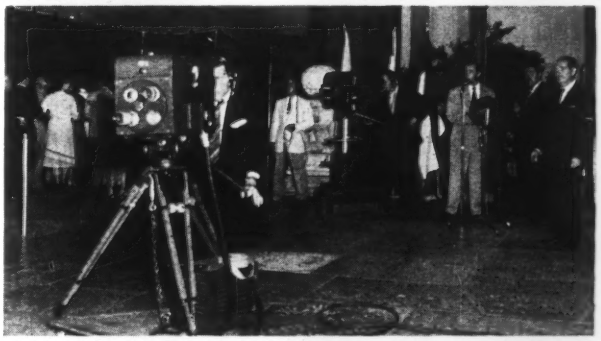
Television-director-announcer, 6 years experience in eastern vhf station. Desires metropolitan area. Preferably eastern U. S. Excellent background and experience. Box 400G, B•T.

Newscaster—interested in combined radio-tv operation or tv only. Adept interviewer, reporter, writer. Easy going, mature and good humored approach to news considered outstanding. Advocate of good solid reporting without sensationalism. 13 years experience plus PR background. Can also qualify as news director. Age 32. Interested in major city. Box 401G, B•T.

Film and program director, 3 years experience, Phi Beta Kappa, currently production manager of Candid Camera. Box 425G, B•T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First. Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

EXAMPLE——PRACTICAL TV TRAINING



This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For *top* TV people call John Birrel.

NORTHWEST
Television – Radio Division
SCHOOLS

HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504

WASHINGTON, D. C. . . . . .
1627 K Street N. W.
RE 7-0343

FOR SALE

Stations

For sale: 1kw daytimer—an independent in one of Kentucky's attractive fast growing areas. For details write Box 395G, B•T.

Kilowatt daytimer, Kentucky $60,000. Good frequency, profitable, medium market, will finance, have other interests. Box 399G, B•T.

250 watt local independent fast growing west over 20,000 coverage. Sell for $1.00 per capita or year's gross. Some terms. Box 408G, B•T.

For sale: 500 watt daytimer. Only station in Madison County, 20 miles from Asheville, N. C. Rich burley tobacco area, tourist, college. Good climate, county seat. Valuable real estate. Showing nice profit. Forced sale by FCC. Price $38,500. $15,000 cash, balance terms. Write Harold H. Thoms, 75 Elk Mtn., Scenic Highway, Asheville, North Carolina.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

For sale, image-orthicon tubes, RCA, type 5820, tested and guaranteed @ $150.00 each. Box 307G, B•T.

For sale—reasonable—Collins 21C 5 kilowatt complete am transmitter, now in operation. Available after April 30. Wire or phone KANS, HObart 4-2387, Wichita, Kansas.

For sale: Collins 21A broadcast transmitter . . . good condition. KLPM, Minot, North Dakota.

Ampex model 450B continuous tape reproducer automatic reversing mechanism, used 2 months. KVOG, Ogden, Utah.

Attention prospective microwave licensees, available immediately for 8x12 foot passive reflectors used less than one year, like new condition. Available at a very reasonable cost. For information write to WDAM-TV, Box 1649, Hattiesburg, Mississippi.

1 RCA 70 C turntables with Universal pick-up arm and equalizer. 2 RCA 70 C1 turntables with 45 rpm conversion kid added, arms and equalizers. 2 Fairchild 524 B1 turntables with W.E. 9 A pick-ups, arms, and equalizers. 4 BA-2A preamps used with above turntables. 1 Rust control unit #1080 A. 1 Rust XMTR unit #1081 A. L. Rust fm pre-amp. 1 Rust am pre-amp and associated relays, motors and meter sampling units (information furnished upon request). Radio Station WHAT, Philadelphia 31, Pennsylvania.

$800.00 will buy a Presto type 28-N turntable unit composed of two 8-N recording turntables mounted in a type 12-A table cabinet. Recorder is complete with 86-C control panel, two Presto 1-C cutter heads, and suction type thread removal unit. A Presto 88 recording amplifier is included. Contact U. L. Lynch, Technical Director, Farm & Home Radio, Grand Island, Nebraska.

WANTED TO BUY

Stations

Want to buy small market am station regardless of earnings or location. Prefer low earnings for owner-manager operation. No brokers. Principals only. All replies confidential and acknowledged. Reply Box 402G, B•T.

Seeking small to medium am station radius 400 miles New York or in Florida. Reply fully. Box 409G, B•T.

Private conservative service. Confidential negotiations. New Mexico, Texas, Colorado, Oklahoma, Arkansas, Kansas, Missouri, Louisiana. Ralph Erwin. Broker. Tulsa.

Equipment

Need used 5kw transmitter for Florida station—state age, condition and price. Box 345G, B•T.

WANTED TO BUY

Equipment

Wanted: All items, including office equipment, needed for construction and initial operation for new station. Included is 5 kw am transmitter suitable for remote control (will consider air-cooled WE); studio technical equipment, mikes, stands, console, turntables, monitor speakers, even clocks; two 160′ guyed, insulated towers with or without lighting, chokes, etc.; tape recorders and remote audio gear; frequency and modulation monitors; mops, brooms, and what-have-you for experienced operating management. Please describe equipment fully, giving operating history, reason for replacement, and quote your absolute lowest non-haggling "taking price". Reply to Box 438G, B•T.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Sales

SALES ENGINEERS

Broadcast equipment manufacturer has immediate openings for sales engineers to travel and call on radio stations in the following territories:

California (San Francisco)
Mountain States (Denver)
Virginia, W. Va. (Washington)

Technical background essential, preferably as chief engineer AM station. Permanent position. Many company benefits. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. Send resume to

Box 419G, B•T

PUBLIC RELATIONS

Help Wanted

Executive

4A Advertising Agency adding Public Relations Subsidiary interested in merging with established public relations firm. $100,000 initial billing guaranteed. Will consider qualified public relations executive to organize subsidiary. Give full particulars. All replies held confidential.
Box 411G, B•T

TELEVISION

Help Wanted

Management

Sales Manager Opening

NBC-TV station in excellent 2 station Midwestern market has opening for local and regional sales manager. Situation calls for experienced creative television salesman with ability to cash in on great local potential. Salary plus override. This opportunity with young growing organization. Send photo and complete info to General Manager.

Box 416G, B•T

Situations Wanted

Programming-Production, Others

HERE I AM

Gal 28—4½ years on-camera plus extensive promotion experience, desires TV job you thought only a man could do. M.C., home economist, musician and women's director. You think one person can't do it but that's because you haven't met me.

Box 413G, B•T

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE
We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. NW.
Washington, D. C.—RE 7-0343

THE FASTEST WAY **to buy or sell stations, or equipment, is a classified ad on this page.**

Continues from page 128

St. Louis.

April 26: Spring meeting, Pennsylvania Associated Press Broadcasters Assn., Bloomsburg, Pa.

April 26-27: Annual Spring Television Conference, Engineering Societies Bldg., Cincinnati.

April 27-28: United Press Broadcasters of Mississippi, Buena Vista Hotel, Biloxi.

April 28-May 4: Brand Names Week.

May

May 1: Spring meeting, Assn. of Cinema Laboratories, Washington.

May 1-3: Electronic Components Symposium, Morrison Hotel, Chicago.

May 2-3: International convention of International Advertising Assn. Inc., Hotel Roosevelt, New York City.

May 2-3: Washington State Assn. of Broadcasters, Olympic Hotel, Seattle.

May 5-11: National Radio Week.

May 6-8: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 7-9: Annual convention, Alpha Epsilon Rho, Deshler-Hilton Hotel, Columbus, Ohio.

May 11: United Press Broadcasters of Connecticut, Sun Valley Acres, Meriden, Conn.

May 13-15: Aeronautical and Navigational Electronics national conference, Dayton, Ohio.

May 15-17: Pennsylvania Assn. of Broadcasters, Hotel Bedford Springs, Bedford Springs.

May 15-17: Radio-Electronics-Tv Mfrs. Assn. convention, Sheraton Hotel, Chicago.

May 18: United Press Broadcasters of Indiana, Indianapolis.

May 20-21: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

May 23: United Press Broadcasters Assn. of Tenn., Andrew Jackson Hotel, Nashville.

May 25: United Press Broadcasters of Illinois Assn., Allerton Park, Ill.

May 25: United Press Broadcasters of Pennsylvania, Mechanicsburg, Pa.

May 28-29: Annual Visual Communications Conference, Waldorf Astoria, New York.

May 29-30: North Carolina Assn. of Broadcasters, Grove Park, Asheville.

June

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

June 9-13: Annual convention, Advertising Federation of America, Hotel Fountainebleau, Miami.

June 14: Maine Radio & Tv Broadcasters Assn., Poland Spring House, Poland Spring, Me.

June 17-19: NATRFD Spring Meeting, Washington.

June 17-19: Natl. Convention on Military Electronics, Sheraton-Park Hotel, Washington.

June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.

June 24-28: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 7

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 5

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6; McKeesport-Pittsburgh, Pa., ch. 4 (4-10-57).

AWAITING INITIAL DECISION: 1

(Figures in parentheses indicate dates records were closed after hearings.)

Ponce, P. R., ch. 7.

IN HEARING: 5

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

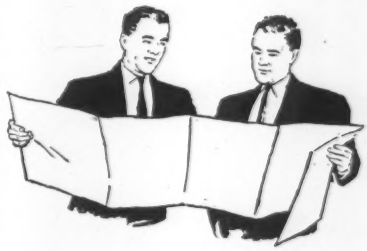
company name

address

city *zone* *state*

Please send to home address — —

Planning a radio station?



You can count on RCA's 4-point service program ...to get you on the air...to keep you on the air.

- PLANNING ASSISTANCE
- EQUIPMENT COUNSEL
- FIELD SERVICE
- EMERGENCY REPAIRS

RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

Try, Try Again

RADIO networks may be beset by problems, but no one can say they're not tackling them with determination.

Mutual's decision to go into what is primarily a music and news operation [B•T, April 15] is by all odds the most far-reaching departure that any network has yet ventured. By slashing its option-time requirements to some nine hours a week, MBS will be feeding most of its programming—except its five-minute newscasts on the half-hour and a few other "swap time" periods—substantially on a take-it-or-leave-it basis. The similarity to the newspaper wire service concept is striking.

Whether Mutual's plan is *the* solution, or even *a* solution, remains to be seen. It starts June 2. Until it has had time to shake down, prudence forbids prejudgment of its workability. It does clearly indicate one direction in which at least one network feels profitability lies.

While Mutual is changing its mode of operations, ABC Radio is taking other steps—making major corporate and management changes. ABC Radio itself becomes an autonomous subsidiary of American Broadcasting-Paramount Theatres, separate from the tv network, and Bob Eastman, an acknowledged top-flight salesman, moves over from the John Blair radio representation firm as ABC Radio president.

CBS Radio meanwhile has recently taken a quite different step, raising daytime rates somewhat and cutting nighttime charges by one-third [B•T, Feb. 25]. And NBC Radio is continuing the innovations that started with its weekend *Monitor* service and more recently have included the "imagery transfer" concept, news on the hour, the "hot line" service, and—slated for an early start—a new 90-minute nighttime program of nightclub pickups and similar diverse fare, news, and replays of notable shows out of the past.

It would be impossible to find unanimity, among all the elements of the radio business, on the wisdom of all these various moves. Station representatives have been especially caustic in their criticism of certain sales practices adopted by networks since television began to de-glamorize network radio. Be that as it may, developments of the past few weeks show anew that the radio networks mean business —and are out to get more of it.

With spot and local sales already out of the post-tv doldrums and perking along now at an unprecedented pace, the outlook for networks, too, ought to be brighter.

Sound Investment

IF HISTORY can be trusted to repeat, and in this case we fear that it can be, the nation's telecasters are in for a bit of sticky business in negotiating new tv music performance licenses with ASCAP, whose current tv contracts expire at the end of this year.

They made a good start 10 days ago, however, when they set up a 15-man interim committee and authorized it to go to work at once. The 15-man group also was nominated to become the regular negotiating committee, and while write-ins may change a membership here and there, the unanimity of the stations represented at the organizational session makes it unlikely that the mail balloting will change much.

As now constituted, the committee consists of representatives of all elements—small stations and large, group owners and single-station operators, stations from diverse sections of the country, network affiliates and independents, uhfs as well as vhfs. Equally important, it includes such veterans of the last long ASCAP go-round as Dwight Martin of WAFB-TV Baton Rouge and WDAM-TV Hattiesburg; Roger Clipp of the Triangle stations; Nate Lord of WAVE-TV Louisville; Clair McCollough of the Steinman stations, and Irving Rosenhaus of WATV (TV) Newark.

Together, these old hands and the equally responsible newcomers to the negotiating arena should be able to make a convincing case for favorable rates from ASCAP, which currently is getting an estimated 80% of its income from broadcasters and doubtlessly would like to get more. But ASCAP has demonstrated that it can be exasperatingly hard to convince, even with the soundest facts and logic. Last time, the job took more than four years.

If the tv and ASCAP negotiators become hopelessly deadlocked, they always have the right to ask the courts to fix reasonable terms —hardly a cheering thought to all who remember the months without ASCAP music in 1940. The availability of this court approach, however, also points up the necessity for thorough preparation by the committee: Whether it ever goes into court or not, it must always be ready to. That sort of preparation takes money. In the last negotiations, the committee spent well over $100,000 on legal, research and other expenses.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Yes, I believe Robin Hood is on the approved list . . . Why do you ask?"

The immediate role for telecasters generally, then, is plain—support the committee by contributing to the fund for its expenses. Indeed, the need is such that financial support has been made a prerequisite of voting in the election of the permanent committee.

Stations are free, of course, to negotiate with ASCAP individually, just as they also will be free to accept or reject whatever terms the committee and the ASCAP negotiators finally settle upon. But the impracticality of every station negotiating for itself is obvious. The committee is working for all stations in doing the tiresome, tedious spadework. The stations should be happy to share the expense along with the ultimate benefit.

Was That Trip Necessary?

THOSE in charge of planning the management agenda of the 1958 NARTB convention will find it almost impossible to arrange a program of less interest and value than that presented in Chicago a fortnight ago.

With one or two exceptions, which were made the more conspicuous by their contrast to other events, the management sessions of the 1957 convention were uninformative and dull. Delegates who journeyed to Chicago in the expectation of learning something about their business have returned to their homes, poorer in the pocket and little richer in the head.

Let us emphasize that we are criticizing only those sessions which, according to official NARTB descriptions, were designed for broadcast management. Many other events and exhibits associated with the convention were of demonstrable usefulness.

The equipment and services on display constituted as complete and well organized a trade show as can be found in any business.

The engineering conference was of high professional standards.

The presentations of the Radio Advertising Bureau and the Television Bureau of Advertising provided information and incentive to radio and television salesmen.

And, of course, the centralized collection of so many broadcasters made it possible for special groups to arrange subsidiary meetings of importance to themselves.

At that point, or very near it, the praise must end.

The management agenda of an NARTB convention should have at least two objectives: (1) the exchange of information by which delegates may become better informed and (2) the presentation of speeches or the adoption of resolutions or courses of action which are apt to make news and hence improve the public relations of broadcasting.

Neither of these objectives was achieved in Chicago.

They will have to be achieved in Los Angeles next year if the annual convention of the NARTB is not to abandon its historic role as a management meeting.

Uncle Bert Racks Up Ratings on KPRC-TV's "Looney Town"

IF IT TAKES kiddies and their mommas to ring your client's cash registers, you'll find Houston's biggest audience on KPRC-TV's "Looney Town." Emcee, "Uncle Bert" Lynn supplements his antics with cartoons and audience participation stunts. Live daily audience of 90 to 100 . . . available for sampling. Personalized commercials harmonize smoothly with format, add selling emphasis. "Looney Town" earns a higher rating than other two competing shows combined. (ARB October '56.)

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